

**Utah Office of Tourism
Board Meeting
Thursday, January 14, 2010 – 10:00 a.m.
Capitol Hill Complex
East Senate Building – Spruce Room, 1st Floor
350 North State Street
Salt Lake City, UT**

Present

Board Members

Steve Lindburg
Geogianna Knudson
Bill Malone
Nathan Rafferty
John Holland
Frank Jones

Hans Fuegi
Peter Corroon
Joel Racker
Pam Hilton
Colin Fryer

Staff

Leigh von der Esch
Tracie Cayford
Kelly Day
Gael Hill
Patty Denny

Dave Williams
Barbara Bloedorn
Matt Morgan
Rebecca Katz

Guest

Ryan Kirby
Irene Hansen
Jeremy Chase
Steve Driggs
Tracie Chinetti
Kerryann Driscoll
Joan Hammer
Maria Twitchell
Chris Newton
Marian Delay
Jewels Harrison
Jasen Lee
Bruce Fullmer
Michael Johnson
Red Oelerich
Denise Miller
Mike Gorrell
Kevin Christensen
Sara Toliver
Cathy Miller
Pat Holmes

Utah.com
Duchesne County
Struck/Axiom
Struck/Axiom
Blitz Connects
Blitz
Box Elder County
Cedar City-BrianHead Tourism
Go-Utah.com/Go Travel
Moab Travel Council
Park Silly Sunday Market
Deseret News
Garfield County
UH&LA
Outdoor Utah
SMARI
Salt Lake Tribune
Sanpete Travel
Ogden/Weber CVB
Park City CVB
Salt Lake CVB

Welcome

Steve Lindburg called the meeting to order and welcomed the UOT board, staff and visitors to the meeting. He then asked the all attendees to introduce themselves.

Minutes

MOTION: Hans Fuegi made a motion to approve the minutes of the December 10th meeting held in Salt Lake. Joel Racker seconded the motion and the motion passed unanimously.

Marketing Committee Report

Colin Fryer reported that there would be a meeting following the board meeting with DMO's to discuss their marketing plans followed by a marketing committee meeting to discuss the summer ad campaign.

Winter Advertising Update:

Dave Williams showed graphs created through the Ruff database that reflect information requests received while the commercial campaign is running. The graphs reflect what information is being requested and where the requests are originating from. Dave also referred the board to winter campaign comparison reports in their packets that compare 2008/2009 fiscal year to 2009/2010 which includes 800 calls, website visits and information requests.

Print Advertising:

Dave asked the board to give the marketing committee the authority to decide how to spend \$228,400 that has been set aside for non-winter print advertising out of the 2009/2010 budget. Most ads would run April, May and June.

MOTION: After some discussion, Frank Jones made a motion to grant the authority to the marketing committee as outlined above. Georgianna seconded the motion and it passed unanimously.

Summer Ad Effectiveness Report:

Denise Miller from SMARI gave a PowerPoint presentation of the 2009 Non-Winter Advertising Effectiveness and Return on Investment (ROI). Her report indicates that both the ROI and the tax ROI are higher than 2007 and 2008. The ROI for 2009 is \$222 for each \$1 spent on marketing and \$18 in tax revenue for each \$1 spent on marketing. She also reported that the Non-Winter Campaign generated more than 800,000 incremental trips, more than \$700 million in incremental economic impact, and more than \$56 million in tax revenue.

Dave Williams reported that the SMARI presentation will be made available to the public on the travel.utah.gov website in the research section.

Publications & Fulfillment

Tracie Cayford passed around a book of press clippings from Lou Hammond. She highlighted articles from the New York Times and Sherman's Travel. She also reported that she had forwarded Lou Hammond's December report to the board members via email.

Patti gave a brief update on recent FAMS and the press that has been generated. She shared some clippings with the board and the audience and reported that there have been 97 FAMS so far for the current fiscal year. She also gave a brief update on recent and upcoming trade shows.

Director's Report

Leigh reported that our office was able to find a way to produce our next travel guide without advertising. The new designer has been asked to have the new travel guide available on line in time to unveil it at the tourism conference in May.

Leigh passed around a copy of the new scenic byway guide that is available on line. The guide can be accessed at utah.travel and covers 8 national and 18 Utah state scenic byways.

Leigh reported that yesterday the new scenic byway committee held their first meeting. The committee is made up of 15 members appointed by the governor. The committee will plan to meet on a regular basis to discuss a quarter management plan, new scenic byways, the expansion of scenic byways and a number of other things. Leigh thanked Gael Hill, the state scenic byway coordinator, for all of her hard work and efforts on behalf of the state and the committee.

Leigh asked the board and tourism partners to be sure to thank Spencer Eccles for his support of the Tourism budget when cuts are being made in the department. Leigh will let the board and partners know when our office is scheduled to present to the appropriations committee.

Leigh informed the group that the World Cup is being held in Park City and the Dew Tour is being held in Ogden at Snowbasin. Staff from our office will be assisting in the booth at the Dew Tour over the weekend.

New Business

Han Fuegi reported that all Co-op applications for Round Eight are due by June 24th. The Co-op committee will present their recommendations for the board to vote on at the August 12th board meeting. The cap for applications will be \$175,000.

Public Comment

Danny Richardson Reported:

- Tourism conference will be held in Logan May 12-14. The theme is "It's not about the economy, it's about the service."
- Tourism day on the hill March 1st. Partners and staff are encouraged to participate.
- The governor recommended \$7 million for the TMPF in his budget.
- Danny and Des Barker have met with more than half of the legislature to discuss the TMPF.
- UTIC has a one-sheeter available with tourism information that can be accessed on line.
- 2009 and 2010 economic reports to the governor were promising.

Sarah Toliver gave an update on events taking place in Ogden.

Chris Newton from Go-Utah announced that his revised website is up and running, Go-Utah.com

Mike Johnson from UHLA encouraged everyone to sign up to attend the legislative dinner February 24th at Red Lion.

Red Oelerich reminded everyone that the Outdoor Retailers starts this week. They have an additional 170 exhibitors this year.

Meeting adjourned.

The next meeting will be held February 11th in Salt Lake. Location to be determined.