Utah Office of Tourism
Board Meeting/Conference Call
October 13, 2008 – 9:00 a.m.
Council Hall/Capitol Hill
300 North State Street
Salt Lake City, Utah

Present **Board Members**

Steve Lindburg
Jeff Robbins
Hans Fuegi

Via Phone

Kim McClelland
Peter Corroon
John Holland
Bob Bonar
Colin Fryer
Steve Burr
Bill Malone

Staff

Leigh von der Esch
Dave Williams
Kelly Day
Sophia DiCaro
Barbara Bloedorn
Tracie Cayford
Lorraine Daly
Jason Perry

Guests	**Organization**
Dale Carpenter	Salt Lake County (via phone)
Nathan Rafferty	Ski Utah

Welcome

Kim called the meeting to order and had all attendees in the room and those attending via telephone introduce themselves.

Marketing Committee Report

Leigh indicated that the purpose of this meeting is to decide on a reallocation of funds for the Delta commitment to help Delta bring in a direct flight from Tokyo. Delta is asking for a $400,000 contribution from the UOT. Leigh suggested $100,000 could come through our contract with our Japanese representative, $100,000 in cash, and $200,000 could come through advertising efforts.

Jason Perry indicated that the Economic Development Board allocated $250,000 and Salt Lake City allocated $1.4 million. Salt Lake County is looking at allocating funds as well. Mayor Corroon indicated that the Salt Lake County hopes to allocate $60,000 this year and $40,000 next year provided that approval is given by the County Council.

Dave Williams gave a brief overview of the 2008/2009 marketing budget which included the uncommitted dollars in the winter, non-winter and special opportunities budgets. Mayor Corroon asked if the balances in the budget reflected any recent reduction. Leigh indicated that a budget reduction had not been factored in and that we had not received one in the last round. Leigh deferred to Jason regarding the chances of a future reduction. Jason indicated that according to

the Governor's Office of Planning and Budget there will be another budget reduction opportunity in the state budget in January. He stated that an official decision has not been made regarding specific reductions.

MOTION: Steve Lindburg made a motion to eliminate the Winter Madden allocation and to take the maximum amount that is reasonable from Special Opportunities and split the remainder between winter and Non-Winter according to the normal 60/30 split to accommodate the Delta request. Jeff seconded the motion.

Colin asked Jason if he was expecting to get a roll back request in the budget after the first of the year. Jason indicated that the on going funds are the only ones in question right now.

Colin recommended that the board leave the Winter Madden allocation on the table until the marketing committee has a chance to meet to go over the entire budget. He also recommended that the money taken out of the winter budget be used for winter advertising and the non-winter be used for non-winter advertising for the Delta request.

After much discussion, Steve amended the motion to eliminate the discussion of the Winter Madden and move forward with splitting the $300,000 request as follows: Take $130,000 from Special Opportunities $110,500 from Non-Winter and $59,500 from winter to fund the Delta request. Hans seconded the motion. The motion passed unanimously. (Note: Of the $300,000, $100,000 would be a cash contribution and $200,000 would come from advertising.)

Jason Perry will work with the Governor's office and Delta regarding what benefits the UOT will receive in return for the $400,000 allocation.

Colin made a suggestion that someone from Delta could come to the next Marketing meeting to discuss the options of the benefits the UOT would receive for the allocation.

Jason Perry thanked the board for their great efforts on behalf of the Governor and the state of Utah for their work on this project. He indicated that the direct flight to Tokyo will open other Asian markets such as Korea and China to being more accessible. The new route would be beneficial to Salt Lake City and the State economically through increased Asian business activity and tourism through the Delta hub in Salt Lake City.

Meeting adjourned.

The next board meeting will be held Thursday, November 13th in Salt Lake City.