

**Utah Office of Tourism
Board Meeting
Wednesday, April 6, 2011 – 4:00 p.m.
Best Western Zion Park Inn
1215 Zion Park Blvd.
Watchman Sentinel
Springdale, Utah**

Present

Board Members

Peter Corroon
Steve Lindburg
Bill Malone
Hans Fuegi
John Holland
Colin Fryer

Nathan Rafferty
Pamela Hilton
Joel Racker
Georgianna Knudson
Mike Taylor
Steve Burr (via phone)

Staff

Leigh von der Esch
David Williams
Tracie Cayford

Barbara Bloedorn
Kelly Day
Lorraine Daly

Guests

Ken Dailey
Trina Smith
Mayor Pat Cluff
Stan Smith
Thomas Dansie
Rick Wixom
Megan Homer-Orton
Roxie Sherwin

Brittany McMichael

Alan Gardner
Jock Whitworth
Dean Cook

Canyon Visitors B&B
Zion Lodge – Xanterra
Springdale
Bumbleberry Inn
Springdale Town
Springdale Town
Bunk House B&B
Saint George Area Convention &
Tourism Office
Saint George Area Convention &
Tourism Office
Washington County Commissioner
Zion National Park Superintendent
Best Western Zion Park Inn

Welcome

Steve Lindburg called the meeting to order and welcomed the board, staff and visitors to the meeting. He also thanked Dean Cook and the staff at the Best Western for hosting our meetings in Springdale.

Dean Cook welcomed the board and staff to Springdale and thanked them for their support and hard work on behalf of Springdale and the entire state.

Roxie Sherwin welcomed the group and gave a brief update on the activities that are going on in Washington County. She mentioned a number of upcoming festivals including the Ironman triathlon that will begin May 7th. She indicated that it is the biggest event for her office. She also showed two short commercials that her office created.

Leigh thanked Roxie and Joyce Kelly and others from her office for being such a great partner to the Utah Office of Tourism.

Mayor Cluff also welcomed the group to Springdale and expressed what an honor it is to have the board and staff of the UOT in Springdale. The mayor reported that the population of Springdale is 529 and there are over 700 hotel rooms. She also reported that tourism is very important to their community.

Leigh thanked Commissioner Gardner for his assistance with tourism and filming issues in his area.

Steve Lindburg then had all visitors to the meeting introduce themselves.

Minutes

MOTION: Peter Corroon made a motion to approve the minutes from the February 10th board meeting held in Salt Lake as well as the conference call held March 16th. Pam Hilton seconded the motion and it passed unanimously.

Marketing Committee Report

Dave Williams reported that the Spring/Summer TV ads will begin running April 11th in five spot markets; Los Angeles, Denver, Portland, Phoenix and Las Vegas. The ads will run for five weeks. There will be one 30 second spot and four different 15 second spots. Dave then presented the TV ads, as well as the online and print advertising.

Leigh reported that there was a 52 page spread on Utah in the Delta Sky Magazine the month of March and a five minute video was shown on all Delta flights.

Dave reported that there has been an RFP issued to redo the website to upgrade it with new features to be mobile optimized. The RFP proposals are due today. He further reported that companies that have tourism website experience have been targeted. There will be a committee formed that will score the proposals based on a set criteria.

Steve Lindburg asked if SMARI will have to change its research in order to measure the effectiveness of the ads in the five spot markets compared to the national campaigns in the past to see which one is more effective.

Dave explained that SMARI will do a sample out of the five spot markets and will come back with an ROI comparable to the sample it did during a national campaign. The process will be the same.

Dave reported that Ski Utah is doing an on mountain survey with skiers and snowboarders to find out where they traveled from and how they got there. This will help the marketing committee when planning the winter ad campaign. Dave also reported that SMARI should have some preliminary information from the national winter campaign in May.

Communications & Travel Trade

Tracie Cayford reported on the following items:

- Utah lead delegations to ITB in Germany this past month – Patti Denny was joined by Visit Salt Lake, Garfield County, San Juan County and St. George.
- Leigh will be going to COTTM in Beijing – Leigh will report.
- Pow Wow International will be held in San Francisco in May. Our office will be hosting a reception during Pow Wow for Chinese tour operators.

- There were six media FAMS during the month of March with journalists from Canada, the UK, Germany and one Dutchman.
- A press release went out to remind everyone to register for the tourism conference, which will be held May 11th, 12th & 13th in Park City. Bill Malone is hosting. The Hall of Fame nominations and marketing award entries for the conference are due.
- Tracie passed around recent press clippings.
- We are sending Italian guides to the 150th Unification Celebration of Italy in June. There will be a delegation from Salt Lake City attending this celebration.

Directors Report

Leigh reported on the following items:

- Legislative wrap-up including: repeal of HB 477, liquor store closures, restaurant tax & TRTs.
- Patti Denny & her team received, from the Assistant Secretary and Director General Suresh Kumar, the “Export Achievement Certificate” for the great work the UOT and specifically Patti and her team have done in promoting Utah as an international destination.
- China Trade Mission – Leigh is leaving Friday, April 8th. Governor Herbert, as well as approximately 50 others from Utah, will be traveling to China. Leigh will be hosting a breakfast with Chinese tour operators. The Governor will speak about Utah at the breakfast. The Governor will also attend a media event and will tour the COTTM tradeshow before heading to Shanghai. Leigh will stay in Beijing for the tradeshow and will take appointments with tour operators before returning to Salt Lake on April 15th.
- Delta direct flight to Tokyo: On schedule to begin in June for the season.
- Governor’s Economic Summit: Thanks to those that participated.
- American Express Luxury Summit: The UOT is co-hosting with Bill Malone, next week at the Montage. This is high end clientele that sell high end products. There will be CEOs from approximately 250 companies.
- Leigh welcomed Jock Whitworth, superintendent of Zion National Park. Jock explained the shuttle system in the park. He also spoke briefly about construction taking place in the park.

New Business

Mayor Corroon reported that he read recently that Delta Air Lines is receiving the highest percentage of customer complaints over other airlines.

Public Comment

- Road work was recently completed and is now opened between ZNP and Mt. Carmel Junction.
- Jock reported that last year the park visitation was down 2% from the year before, which was a record year. He reported that the park is on track for another record year this year.
- Jock spoke briefly about the possible Federal Government shutdown and how that would affect the park regarding closure.
- Dean Cook discussed the impact of a Federal Government shutdown on the state of Utah and Springdale. He requested board support and assistance to prevent the closure of the national parks. Leigh reported that she will send an email to the Executive Director of GOED and request that he speak with the governor about a contingency plan.

Meeting adjourned.

The next board meeting will be held, May 11th in Park City.