

**Utah Office of Tourism
Board Meeting
Thursday, August 11, 2011 – 10:00 a.m.
SUU Alumni House – Main Floor
Southern Utah University
300 West University Blvd.
Cedar City, Utah**

Present

Board Members

Georgianna Knudson
Colin Fryer
Hans Fuegi
Mike Taylor
Peter Corroon
Lance Syrett

John Holland
Bill Malone (via phone)
Nathan Rafferty
Steve Burr
Jeff Robbins (via phone)
Joel Racker (via phone)

Staff

Leigh von der Esch
David Williams
Jim Buchanan
Tracie Cayford

Barbara Bloedorn
Kelly Day
Cicily Howll
Gael Hill

Guests

Emmett Steed
Nan Anderson
Kami Terry
Monique Beeley
Kati Dodge
Maria Twitchell
Alicia Scholes
Tina Carter
Josh Huntsman
Bruce Fullmer
Marian Delay
Joan Hammer
Briget Eastep
Todd Prince
Katherine Johnson
Bob Whitelaw
Jeremy Chase
Charlie DeLorme
Pat Holmes
Scott Phillips
H.C. Deutchlander

SUU
UTIC
Utah Shakespeare Festival
Outdoor Utah
Wasatch County Tourism & Dev.
Cedar City/Brian Head Tourism Bureau
BW Town & Country Inn
Emery County Travel Bureau
The Spectrum/Cedar Daily News
Garfield County
Moab Area Travel Council
Box Elder County
SUU – ORPT
Frontier Homestead State Park
Bards Food & Drink
Alpine Lodging & Condo Rentals
Struck/Axiom
San Juan County
Visit Salt Lake
Utah Shakespeare Festival
Mayor/Brian Head

Welcome

Colin Fryer welcomed the board, staff and visitors to the meeting in Cedar City. He then thanked Red Oelrich and Monique Beeley from Outdoor Utah and Bonnie Char from the Cedar City/Brian Head Tourism Bureau for hosting a hike to Kanarrville Falls on Wednesday. He also thanked Maria Twitchell for hosting the board meeting as well as the wonderful dinner and Shakespeare Festival play Wednesday night. Colin then welcomed Lance Syrett as a new member to the board.

Maria welcomed everyone to Cedar City and thanked the board and staff for their support and for holding their meeting there.

Minutes

MOTION: Peter Corroon made a motion to approve the minutes of the June 9th meeting held in Brigham City. Mike Taylor seconded the motion and the motion passed unanimously.

Co-op Marketing Application Review & Approval

Hans Fuegi thanked Kelly Day, Leigh von der Esch, Dave Williams and all of the committee members for their hard work during the application process.

Hans reported that for Round 9, 34 applications were received totaling \$1,819,099.12. He explained that every application was reviewed individually by each committee member independently and rated without consulting with each other. The entire committee then met with the individual applicants for oral interviews either in person or on the phone on July 26th and 27th.

Hans further explained that there were two applications that were disqualified prior to the interviews. They are: Eastern Utah Tourism & History Association for \$46,257 and The Canyons Resort Village Association for \$175,000. They could not be considered based on the co-op guidelines.

A recap of all of the applications that were received was sent to all of the board so that they could review them in case they had any questions or needed clarification from Kelly or the committee prior to the board meeting.

Hans reported that the Co-op Committee is recommending funding 28 of the remaining 32 applications at 100%, which totals \$1,509,129.62 – leaving a balance of \$2,587.09 in the fund. The recommendations were shown on the screen for the board and visitors to see at the board meeting.

Leigh reported that Jeff Robbins had sent an email requesting that the staff provide a summary of the funds that have been allocated, broken down by area/geography and the total amount received by individual organizations including all rounds of funding after the 9th round is complete. Leigh stated that this information has been provided in the past to the board and the Legislature in a PowerPoint. Leigh expressed that the staff can update this information and will provide it after the meeting today. She also indicated that there is not cumulative information by geographical areas, only by individual organizations. Jeff expressed via phone that there is no urgency in providing the information. He further stated that some time after this round of funding would be fine and would be useful information for the board to have.

Leigh requested that the board work through the list of recommended applications provided by the committee and bring up any questions as they go through the list. She also asked that a board member who has a conflict of interest regarding an application, please recuse themselves from voting.

Steve Burr asked if the committee could provide information on what applications are not being recommended for funding.

There are four applications that the committee is not recommending for funding which are; Bear Lake Valley CVB for \$4,000, Western Legends Round Up for \$5,887.50, Mt. Pleasant City/Heritage Highway for \$25,000 and Splore for \$35,575. These four total \$70,462.50.

Leigh reported that she is planning to try to find money for the Bear Lake Valley CVB and Western Legends in her operations budget.

Mayor Corroon asked if there was information regarding Splore and why its application was not recommended for funding in case he is asked. Hans explained that it lacked sufficient ROI. Kelly reported that all of the applicants will receive a letter whether they are funded or not with their cumulative score sheets and remarks and recommendations from the committee to help them understand why they were or were not funded.

After some discussion, Hans provided groups of applications pointing out where the conflicts of interest lie so the appropriate board members can abstain from voting.

The following applications were recommended for funding:

Group 1

Davis Area CVB - \$78,660.00
Emery County Travel Bureau - \$4,890.00
Emery County Travel Bureau - \$5,000.00
Foothill Cultural District - \$7,500.00

MOTION: Peter Corroon made a motion to approve the applications in Group 1 as outlined above. Nathan Rafferty seconded the motion. The motion passed unanimously.

Group 2

Kimball Art Center - \$15,000.00
Moab Music Festival - \$12,500.00
Ogden/Weber CVB - \$37,500.00

MOTION: Steve Burr made a motion to approve the applications in Group 2 as outlined above. Peter Corroon seconded the motion. The motion passed unanimously.

Group 3

Piute Chamber of Commerce (staff reviewed) - \$1,850.00
San Juan County – International Guide Distribution - \$5,997.50
San Juan County – Website - \$18,625.00
Sandy Chamber of Commerce - \$25,500.00
Tuacahn Center for the Arts - \$100,000.00

MOTION: Mike Taylor made a motion to approve the applications in Group 3 as outlined above. Peter Corroon seconded the motion. The motion passed unanimously.

Group 4

Utah Festival Opera Company Audit - \$50,000.00
Utah Shakespeare Festival - \$112,241.00
Wasatch Area Economic Development Agency & Visitors Bureau/Wasatch Tourism - \$100,000.00
Wayne County Travel Council - \$21,525.00
Zion National Park Foundation - \$7,500.00

MOTION: Mike Taylor made a motion to approve the applications in Group 4 as outlined above. Georgianna Knudson seconded the motion and the motion passed unanimously.

Group 5

Bear River Association of Governments/Bear River Heritage Area - \$8,500.00

MOTION: John Holland made a motion to approve the application in Group 5 as outlined above. Lance Syrett seconded the motion. The motion passed. Steve Burr abstained.

Group 6

Garfield County Office of Tourism - \$10,900.00

Garfield County Office of Tourism - \$7,700.00

MOTION: Peter Corroon made a motion to approve the applications in Group 6 as outlined above. Nathan Rafferty seconded the motion. The motion passed. John Holland and Lance Syrett abstained.

Group 7

Moab Area Travel Council - \$175,000.00

MOTION: John Holland made a motion to approve the application in Group 7 as outlined above. Georgianna Knudson seconded the motion. The motion passed. Colin Fryer abstained.

Group 8

National Ability Center - \$13,100.00

MOTION: Mike Taylor made a motion to approve the application in Group 8 as outlined above. Peter Corroon seconded the motion. The motion passed. Hans Fuegi abstained.

Group 9

Park City Chamber/CVB - \$175,000.00

MOTION: Nathan Rafferty made a motion to approve the application in Group 9 as outlined above. Lance Syrett seconded the motion. The motion passed. Bill Malone abstained.

Group 10

Utah Association of Destination Marketing Organizations – Meet in Utah - \$56,000.00

MOTION: Peter Corroon made a motion to approve the application in Group 10 as outlined above. Mike Taylor seconded the motion. The motion passed. Joel Racker abstained.

Group 11

Utah Ski & Snowboard Association/Ski Utah – Financials- \$175,000.00

MOTION: John Holland mad a motion to approve the application in Group 11 as outlined above. Georgianna Knudson seconded the motion. The motion passed. Nathan Rafferty abstained.

Group 12

Utah Valley CVB - \$56,815.50

Utah Valley CVB - \$53,325.62

MOTION: John Holland made a motion to approve the applications in Group 12 as outlined above. Mike Taylor seconded the motion. The motion passed. Joel Racker abstained.

Group 13

Visit Salt Lake CVB - \$173,500.00

MOTION: Lance Syrett made a motion to approve the application in Group 13 as outlined above. John Holland seconded the motion. The motion passed. Peter Corroon abstained.

Leigh thanked the entire committee and staff for their efforts during the Cooperative Marketing application process. She reported that the information on what these applications entail and what the funds will be used for is available to the public. She also indicated that there will be a press release going out today on the board actions and the applicants will be receiving notifications regarding their funding.

Colin requested that all of the visitors in the meeting introduce themselves.

Marketing Committee Report

Dave Williams reported on the following:

1. The summer campaign was implemented and is complete. He further reported that SMARI has done a survey to see how the ads were received, what the awareness is and if they are communicating the message that was intended. The first survey showed that the ads were more effective than last year and the awareness is very high in the five spot markets that were targeted but the switch to a spot market strategy is projected to result in fewer incremental traveling households. There will be another survey at the end of the season which will show the ROI.
2. The UOT has been working closely with our ski partners to determine our winter ad campaign. A lot of our partners will be piggybacking on our TV buy with TV spots of their own. We plan to come back to the board in September with a formal winter media plan.
3. Dave presented information on a proposal from Southwest Spirit Magazine. This proposal would provide:
 - 18-24 pages dedicated to Salt Lake and the surrounding area.
 - Magazine circulation 3.3 million, 109 million passengers per month
 - Host the Utah section on their website for one year/impact more than 40,000 unique visitors each month.
 - Includes a video component and will make it mobile compatible.
 - Full page ad with above options - \$15,000.00
 - Ad would be on flights in October.

Dave explained that Ski Utah would be willing to pay \$5,000.00 and provide the creative for a ski ad which would include both logos and websites, if the UOT could pay \$10,000. Dave proposed that the \$10,000 come out of the winter print budget.

Hans asked if Visit Salt Lake would be interested to participate financially for this ad. Pat Holmes reported that they will be buying their own ad.

MOTION: After a brief discussion, Hans Fuegi made a motion to approve \$10,000 out of the winter print ad budget for the Southwest Spirit Magazine ad as outlined above. Georgianna seconded the motion. The motion passed. Nathan Rafferty abstained.

4. Dave reported that the state contract has been signed with Simpleview who was awarded the bid to redo our website. The contract states that the rebuild will be a 20 week process. Hans expressed concern about the responsibility for maintaining the site once it is complete. Dave stressed that there are line items in the contract that include training and support for a number of years.

Communications Report

Tracie reported on the following:

- Latest press coverage from June and July (passed around to the board)
- Governor Herbert will be meeting with capitol writers in NY Sept. 8th at Lou Hammond's Office.

- Lou Hammond doing ad value report for the year. Should be available in September.
- Visitation for national parks has been up and state parks have been down for the summer.
- Governor Herbert did a public service announcement to try to boost visitation to different areas of the state. There are some 15 and some 30 second spots. Tracie showed three of them.

Directors Report

Leigh reported on the following:

- Asked the board to take a look at the calendar in their packets to see some of the activities that our office and staff are involved in.
- Tour of Utah sponsorship and what that included.
- Travel Trade – this years program for international travel trade has been submitted, working with US Travel to get a Visa waver program for Brazil, the governor is doing a 3-day Canadian Trade Mission, November 1-3 in Calgary and Edmonton. We are participating November 1st and our partners are invited to come and there will be a reception to meet with tour operators, travel agents and media to report on what we are doing for our marketing and why they should stop in Utah.
- PAC 12 – Leigh is working with Salt Lake City, and the Downtown Alliance. They are getting committees together to see how we can use the PAC 12 broadcasts of the Utah games to see what kind of opportunity we can have for advertising. We are looking at targeting an event at an out-of-state game like a tailgate event or reception.
- Hope to have the 2012 Utah Scenic Calendar for sale by Labor Day weekend.
- ESTO Schedule – August 28-30 at the Grand America. Leigh asked the board members to let her know if there is anything they would like to attend.

Southern Utah Visitor Study

Emmett Steed from Southern Utah University presented a brief PowerPoint presentation of the Central/Southern Utah Visitor Profile Study.

1,113 people were surveyed in all four seasons and lodging, camping, RV/Campsites and B&B's were targeted. Of the people surveyed the report showed some of the following statistics:

- **Civil Status:** Married – 76.1%
- **Age:** 45 or older – 70.4%
- **Education:** (Bachelor's or more) – 73.9%
- **Household income:** \$80,000 or more – 59.9%
- **Occupation:** Retired – 26.3%, Professional/Technical – 24%, Managerial/Executive – 15.1%, Education – 8.9%
- **Respondent Origin:** From the US – 73.9%, Foreign – 26.1% (7.2% English Speak, 6% German Speaking, 4.8% Japan, 4.6% France)
- **Travel Habits:** 1 night lodging – 16.1%, 2-3 nights – 33.1%, 4-5 nights – 16.7%, 5-6 nights – 12.4%, 6+ nights – 20.8%
- **Findings:** Southern Utah Visitors visit the same places, participate in the same activities and spend similar amounts of money.
- **Transportation:** Air – 39%, Rental Car – 32.3%, Private Vehicle – 48.8%, RV's – 12.4%, Tour Bus – 9%

Peter Corroon asked if he could receive a copy of this presentation. Leigh confirmed that our office would get the report from Emmett Steed and send it to the board.

UTIC Update

Nan Anderson reported on the following:

- UTIC is following legislative issues on On-Line Travel Agencies Tax, state liquor licenses and the re-districting process.
- State of the Tourism Industry Update will be sent out to UTIC members and DMOs once it is complete. UTIC hopes it will be used as a primary source of statistics for discussions with their elected officials.
- Nan is doing legislative visits with Des Barker which are going very well. There seems to be a lot of support for tourism.
- The 2012 Tourism Conference will be held in Provo May 15th – 17th (Tuesday – Thursday).
- A small Utah delegation will participate in US Travel Organizations Grass Roots Boot Camp in Washington, DC, in September and will be meeting with our Utah Congressional Delegation highlighting the importance of tourism in Utah.
- The next UTIC membership meeting will be held in Salt Lake, Wednesday, November 14th. There will be a legislative update at that time.

New Business

Steve Burr reported that the Friends of Utah State Parks is having a sustained membership drive to have people join the Friends of Utah State Parks to help raise awareness to the state legislature. The governor is supportive of including \$2.8 million in the budget again this year. If anyone would like to join, he referred them to their website.

Public Comment

Scott Phillips, Executive Director of Utah Shakespeare Festival expressed his appreciation to the board and the Utah Office of Tourism for their support of the festival through the cooperative marketing program. The festival is celebrating its 50th anniversary. Some statistics he provided were:

- Approximately 130,000 in paid admissions each season
- Last year attendees came from 39 states and 6 foreign countries
- Impact is \$30-32 million to the local economy
- Employs 300 people seasonally
- 30 full time staff
- \$6.5 million annual operating budget over 90% spent locally
- 24% of attendees come from southern NV

Meeting adjourned.

The next board meeting will be held Thursday, September 8th in Green River.