

**Utah Office of Tourism  
Board Meeting  
Thursday, June 9, 2011 – 10:00 a.m.  
Bear River Migratory Bird Refuge  
Public Meeting Room  
2155 West Forest Street  
Brigham City, Utah**

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**Present**

**Board Members**

Georgianna Knudson  
Pam Hilton  
Steve Lindburg  
Hans Fuegi  
Mike Taylor  
Peter Corroon

John Holland  
Colin Fryer  
Bill Malone  
Nathan Rafferty  
Steve Burr  
Jeff Robbins (via phone)

**Staff**

Leigh von der Esch  
David Williams  
Matt Morgan

Barbara Bloedorn  
Kelly Day  
Riley Cutler

**Guests**

Denise Miller  
Kate Schoening  
Ryan Benson  
Robin Thomas  
George Sommer  
Aaron Curtis  
Jeremy Chase  
Wayne Monroe  
Joan Hammer  
Monica Holdaway  
Nan Anderson  
Jeff Packer  
Lee Perry  
LuAnn Adams  
Monique Beeley  
Catherine Warchaw  
Raelene Davis  
Sara Toliver  
Charlie DeLorme  
Rick Maw  
Pat Holmes  
Bob Barrett  
Peter Knudson  
Ronda Rudd Menlove

SMARI  
Western Hunting Expo  
SFW  
UT Div. of Wildlife Resources  
Blue Ribbon Fisheries Adv. Council  
BLM  
Struck Axiom  
Utah State Parks  
Box Elder County  
Brigham City Chamber of Commerce  
UTIC  
Friends of Utah State Parks  
Utah House of Representatives  
Box Elder County Commissioner  
Outdoor Utah  
Ski Utah  
Ski Utah  
Ogden/Weber CVB  
San Juan Economic Development  
Utah.com  
Visit Salt Lake  
Bird Refuge Manager  
Utah State Senator  
Utah House of Representatives

## Welcome

Steve Lindburg welcomed the board and visitors to the meeting. He thanked Joan Hammer of the Box Elder County Tourism Office, as well as the Bear River Migratory Bird Refuge for hosting the meeting.

Representative Menlove welcomed everyone to Box Elder County. She expressed her appreciation to the board for its support of the county and the entire state.

Bob Barrett, Manager of the Bear River Migratory Bird Refuge, expressed what an honor it is to have the board and visitors come to the bird refuge for their meeting and encouraged everyone to visit again. Bob gave a brief update on the bird refuge, which is part of a national system that has over 555 wild life refuges across the country with a little over 2.5 million acres. The Bear River refuge has 80,000 acres. He indicated that visitation is about 200,000 a year including a lot of international visitors. He also stated that in 2006, before the new center was built, 31 jobs were supported indirectly by the refuge, and almost \$500,000 in tax revenue was generated because of the refuge. Bob expressed the importance of support from partners such as the legislature, the local community and the Utah Office of Tourism. In the future, they will be working on different ways to protect the water shed.

Commissioner Adams welcomed the board and visitors to the county and the bird refuge. She expressed the importance of tourism to the area. She talked about some of the activities that will be taking place later in the year.

Representative Perry encouraged the board to support funding for the Dept of Natural Resources and the state parks. He encouraged everyone to reach out to their legislators.

Jeff Packer from Friends of Utah State Parks and the former chairman of Utah Parks and Recreation reiterated what Representative Perry said. He encouraged everyone to become members of Friends of Utah State Parks and help support reinstating the funding that has been lost.

Steve asked the visitors to the meeting to introduce themselves.

## Minutes

**MOTION:** Peter Corroon made a motion to approve the minutes of the May 11<sup>th</sup> board meeting held in Park City. Hans Fuegi seconded the motion and the motion passed unanimously.

## Marketing Committee Report

Colin reported on the website designer selection, and he reported that based on numbers from SMARI, Ski Utah and Park City, the winter ad campaign was a success.

1. **SMARI Report:** Denise Miller provided a PowerPoint presentation on the winter ad campaign results. The report showed: a) advertising efforts generated \$230M in travel revenue for the state, b) a return of \$136 for every dollar spent on advertising, c) state tax ROI of \$6.00, d) local tax ROI of \$4.00. Denise reported that the ad concepts were weaker than last year and to remember that the creative should capture the attention of the audience and show off the product at the same time.

The SMARI report also showed very preliminary projected numbers from the non-winter campaign of State Tax ROI of \$9 and Local Tax ROI of \$6.

Nathan Rafferty reported that preliminary numbers show that the ski industry experienced a 4% growth over last year.

- 2. Sportsman for Fish & Wildlife Request:** Ryan Benson presented details on his request for funding for the 6<sup>th</sup> Annual Western Hunting & Conservation and Expo. The expo will take place February 9-12, 2012, at the Salt Palace Convention Center. The group is requesting \$75,000 in matching funds to be used for out-of-state marketing to get the word out and increase attendance. Ryan reported that attendance at the 2011 expo was 30,000, which was a 20% increase from 2010. (Written details provided to the board).

Mayor Corroon expressed appreciation for the expo coming to Salt Lake to the Salt Palace. He reported that the attendees to the expo spend a lot of money in Utah.

**MOTION:** Bill Malone made a motion to allocate \$70,000 for the 6<sup>th</sup> Annual Western Hunting & Conservation and Expo as outlined above. This will be split 65/35 between the summer and winter ad budgets. Peter Corroon seconded the motion. Hans asked why this project did not go through the co-op marketing process. Leigh explained that the structure of the application never seemed to get approval in the last couple of years so the Marketing Committee decided to try to maximize its contribution to increase tourism in the state a different way. Hans questioned the ROI for this project. Dave Williams reported that the organization answers questions similar to co-op applicants and it submits a report each year after the event reporting its ROI. Colin reported that \$1 million is donated after the event each year for conservation efforts, which is another benefit for the state as well as the ROI. Leigh reported that this event will be looked at on a yearly basis and not be a line item year after year. After a brief discussion, the motion passed unanimously.

- 3. Outdoor Utah Request:** Red Oelerich presented the details of his request for funding to assist with the distribution of the annual Outdoor Utah Adventure Guide. The request included \$55,000 to be designated for postage to mail the 2011 guide into markets selected by the Utah Office of Tourism. (Written details provided to the board).

Peter Corroon asked what they are doing to follow the trend of a lot of publications moving more toward the Internet and on line.

Red reported that there is a landing page for both the Outdoor Utah Adventure Guide and the Outdoor Utah Adventure Journal that splits the two sites on the Internet. A lot of content from these magazines is available online. Outdoor Utah is tracking the hits to its website and sees surges when the magazine comes out. He reported a good correlation of people looking online and then picking up the magazine. Last year, 147,000 guides were mailed with the postage money received from the UOT.

**MOTION:** Nathan Rafferty made a motion to allocate \$55,000 for Outdoor Utah to be used for postage for distribution of the annual Outdoor Utah Adventure Guide as outlined above. John Holland seconded the Motion and the motion passed unanimously. Dave Williams reported that these funds would come out of the Summer ad budget.

- 4. Ski Utah Request:** Raelene Davis gave a brief overview of a request for \$50,000 to be used for poly-bagging 175,000 copies of Ski Utah's Winter Vacation Planner with the October issue of Ski Magazine. The key markets cover about 15 states. (Written details provided to the board).

**MOTION:** Pam Hilton made a motion to allocate \$50,000 to Ski Utah for the poly-bagging request as outlined above. Peter Corroon seconded the motion. Dave Williams reported that the funds would come out of the Winter ad budget. The motion passed. Nathan Rafferty recused himself from the vote.

- 5. Tour of Utah Request:** Leigh briefly reviewed a request from the Tour of Utah, which was presented by Steve Miller to the board at the May board meeting in Park City. She reported that after receiving his proposal, she met with the Sports Commission and GOED to determine the amount that could be committed this year to take advantage of the branding and sponsor opportunities. The three entities can

pool their resources to promote business, tourism and sports in a similar concept to the Sundance Film Festival contract between, the Utah Office of Tourism, the Utah Film Commission, and GOED.

**MOTION:** Bill Malone made a motion for the board to allocate \$100,000 for the Tour of Utah event. This will be a one time allocation. Any future requests will be considered on a year by year basis. Leigh asked that the motion include that the sponsor package received will be as presented by Steve Miller at the May board meeting. Bill also added that the \$100,000 will be split 65/35 between the non winter and winter budgets. Jeff seconded the motion. The motion passed unanimously.

Jeff Robbins reported that the Sports Commission will also contribute \$100,000 for this event. He also confirmed that an economic impact report will be done at the conclusion of the Tour of Utah event.

## **Directors Report**

Leigh briefly explained that she is working with the Governor's office regarding board reappointments and the legislation regarding board terms. She indicated that she hopes that the appointments will be made in the August Interim and requested the board members at the end of their term please let her know by the end of the week if they are interested in reappointment.

Leigh requested permission from the board chair and the Co-op Marketing Committee to have Mike Taylor join the committee to replace Frank Jones. Leigh reported that Mike expressed an interest in the committee. The board had no objections.

Leigh passed around a copy of our annual report which was also distributed at the tourism conference in May at the closing luncheon.

**Utah Blue Ribbon Fisheries Presentation:** George Sommer/Chair of Blue Ribbon Fisheries Advisory Council gave a brief overview of the economic and social benefits of Utah's Blue Ribbon Fisheries. The Advisory Council was created by Governor Mike Leavitt and monies were allocated for the protection and enhancement of Utah's fisheries.

The advisory council was created to identify blue ribbon fisheries, recommend enhancements to blue ribbon waters, recommend protections for blue ribbon fisheries and promote blue ribbon fisheries.

The criteria for designation includes: water quality & quantity, water accessibility, natural reproduction capacity, angling pressure and specific species.

**Some statistics provided:** Fishing alone contributes \$708 million to Utah's economy. Fishing & hunting combined pushed \$1.24 billion into our economy. Wildlife related recreation generated nearly \$127 million in state and local tax revenue and supported 24,000 jobs in Utah (2006 USFW&S data compiled by Southwick & Associates). In 2010, fishing & combination license sales were 514,538 in Utah.

## **New Business**

Steve Burr reported that Smith's Grocery stores are supporting a Utah State Parks Day this Saturday.

## **Public Comment**

Nan Anderson reported on the following:

- There were over 245 attendees at the Utah Tourism Conference, which was a record.
- UTIC & UADMO will work together organizing local legislative meetings.
- Some legislative issues to watch are: online travel agencies and the tax issue, rental car tax issue, hotel input needed on tax regulations on local businesses.

- The next UTIC membership meeting will be held August 10<sup>th</sup> in Cedar City.

Raelene announced that Saturday, June 11<sup>th</sup> is National Get Outdoors Day.

Red Oelerich shared an article from the Salt Lake Tribune titled, "Utah leaders betraying recreation industry."

Charlie DeLorme reported that San Juan County joined with Utah County in defense of TRCC.

Steve Lindburg announced that he had accepted a position with Sheraton Keauhou Bay, in Kona, Hawaii. His last day at the Hilton will be the 24<sup>th</sup> of June. He expressed his appreciation for the relationships and the education that he has gained from his time on the board. Steve received a standing ovation from the board and partners attending the meeting.

Meeting adjourned.

The next board meeting will be held August 11<sup>th</sup> in Cedar City.