

**Utah Office of Tourism
Board Meeting
Friday, August 9, 2013 – 10:00 a.m.
Capitol Complex
350 North State Street
Copper Room – East Senate Building, 1st Floor
Salt Lake City, UT**

Present

Board Members

Joel Racker
Mike Taylor
Nathan Rafferty
Kym Buttschardt
Gordon Topham

Hans Fuegi
John Holland
Kathy Hanna-Smith
Jeff Robbins

Staff

Vicki Varela
Barbara Bloedorn
Lorraine Daly
Andrew Gillman
Cicily Howell
Spencer Eccles

David Williams
Kelly Day
Mimi Davis Taylor
Patti Denny
Brad Peterson

Guests

Jeremy Chase
Nan Anderson
Pat Holmes
Sarah Nielson
Red Oelerich
Angie Welling
Peggy Conway
Kelly McClelland
Marian DeLay
Byron Bateman
Sarah Pearce
Sarah West

Struck
UTIC
Visit Salt Lake
Love Communications
Outdoor Utah
Love Communications
Love Communications
Struck
Moab Area Travel Council
SFW
Sundance Institute
Sundance Institute

WELCOME

Joel Racker called the meeting to order and welcomed the board, staff and visitors that were in attendance. Joel also welcomed our new board members; Kathy Hanna-Smith, Kym Buttschardt and Gordon Topham. He then had the board, staff and visitors introduce themselves.

Vicki Varela introduced Brad Peterson, newly appointed Director of Outdoor Recreation for GOED. Brad will come to a future board meeting to do a more extensive report on his efforts to collaborate with tourism.

MINUTES

MOTION: Jeff Robbins made a motion to approve the minutes of the June 14th meeting held on Antelope Island. John Holland seconded the motion. The motion passed.

MARKETING COMMITTEE REPORT

Dave Williams reported that the Sundance Institute did a presentation in front of the marketing committee to request a sponsorship of \$100,000 for the 2014 Sundance Film Festival. Dave further reported that the committee requested that they present to the full board at the meeting today.

- A. Sundance Film Festival Proposal:** Sarah Pearce and Sarah West for the Sundance Institute did a brief presentation that provided details and benefits that the Utah Office of Tourism would receive with a proposed sponsorship of \$100,000 for the 2014 Sundance Film Festival. The board received a handout that included these details. They reported that the 2013 Sundance Film Festival attracted over 45,000 visitors. 62% of those visitors came from out-of-state or abroad.

Dave Williams reported that GOED and the Utah Film Commission will also be providing \$100,000 each for a total of \$300,000 including the UOT. Dave asked if the board would consider entertaining a motion to approve the \$100,000 sponsorship.

MOTION: Nathan Rafferty made a motion to approve providing \$100,000 out of the TMPF for the 2014 Sundance Film Festival sponsorship stating that 65% should come out of the summer budget and 35% out of the winter budget. Hans Fuegi seconded the motion. The motion passed unanimously.

Dave reported that Byron Bateman had provided a presentation to the marketing committee to request \$100,000 to be used for out of state advertising for the Western Hunting and Conservation Expo. Byron was asked to come and present to the full board as well.

- B. Sportsman for Fish & Wildlife Proposal:** Byron gave a few details regarding the expo which will take place February 13-16, 2014 at the Salt Palace. They are expected to have approximately 500 guides, outfitters and manufacturers attending. He indicated that attendance was up 5% in 2013 and booth sales were up 20%. Booth sales are expected to be up an additional 20% in 2014. He reported that attendance is about 30,000 every year and about 5,000 of the attendees come from out of state.

Vicki Varela reported that she had received a lot of feedback from partners and board members regarding this proposal. She further expressed that the ROI on this event is very different from a lot of the other requests we receive. The expo does not draw in a huge number of out of state visitors.

MOTION: Based on the discussion and comments around the ROI for this event, Nathan Rafferty made a motion to allocate \$70,000 for this request from the TMPF with 65% coming out of the summer ad budget and 35% coming out of the winter ad budget. Jeff Robbins seconded the motion. The motion passed.

- C. Outdoor Utah Proposal:** Red Oelerich provided details regarding his proposed request for \$65,000 to be used to mail the Outdoor Utah Adventure Guide out of state. He reported that last year the board provided \$55,000 that was used to mail 168,000. With postage increases and the decline in readership, he requested \$65,000 to cover postage to mail the guides. This amount would cover mailing about 166,000 copies.

MOTION: Nathan Rafferty reported that the Outdoor Utah Adventure Guide is a nice complimentary piece to the spectacular travel guide the UOT produces. Therefore, Nathan made a motion to designate \$65,000 to be used for the mailing of the adventure guide. Red will mail the maximum amount of copies possible with these monies based on the current postage rates. He will work with the UOT on the mailing list. Kym Buttschardt seconded the motion. The motion passed.

D. Ski Utah Proposal: Nathan Rafferty reported that Ski Utah has been presented an opportunity from Mountain Magazine to poly bag 12,000 copies of the winter issue of Ski Utah Magazine with its magazine. This opportunity would also include a full page ad on the back cover of the Mountain magazine winter issue and would be on newsstands nationwide. The UOT logo would be placed on all advertising associated with this opportunity and Ski Utah magazine will include a full page ad for the UOT on its inside back cover. The total cost to participate would be \$18,600. Ski Utah would like to request that the board consider investing half the cost or \$9,300 and Ski Utah would cover the other half.

MOTION: Jeff Robbins made a motion to allocate \$9,300 to poly bag the winter issue of Ski Utah Magazine with Mountain Magazine. Mike Taylor seconded the motion. The motion passed. Nathan Rafferty and Kym Buttschardt abstained.

E. Struck Presentation – Winter Campaign Planning: Jeremy Chase with Struck presented the winter media planning recommendations for the Fiscal Year 2013/2014. Some of the recommendations were:

- Use 35-64 as core demo, but examine digital targeting opportunities to reach younger segments.
- Maintain high reach presence in LA and NYC with broadcast, expand those efforts to Boston, and test other winter markets via digital.
- Introduce digital media earlier as pre-season, introduce broadcast in late Q4 and early Q1.
- Re-examine the digital media space: Evaluate content, social, and paid search platforms in addition to existing efforts in display and video.

Dave Williams reported that Struck and Love will come back in September with the fully negotiated media buy. He further reported that Struck and Love have been asked to put further emphasis on digital going forward.

MOTION: Nathan Rafferty made a motion to authorize Struck and Love to negotiate the media buy with the basic strategy to move forward. Mike Taylor seconded the motion. The motion passed. Once the media buy is negotiated, it will be brought to the board in September to vote on an actual dollar amount.

CO-OP MARKETING REPORT

Han Fuegi thanked the members of the Co-op committee and the UOT staff for all of their time and hard work during the co-op application process. Hans reported that the applications were made available on line for board members to review during this process. Some of the details for this round were:

- \$2,476,680.17 available for this round of funding
- 53 applications were received from 19 of the 29 counties
- The Co-op Committee is recommending funding of 50 of the applications
- Recommending funding 11 of the applications at 100% & 39 applications at 90%

- The total recommended for funding would be \$2,473,920.70 leaving a balance of \$2,759.47
- Three applications did not score high enough to be considered for funding: Moab Arts & Recreation Center, Utah Pioneer Heritage Arts & Western Legends Round Up
- A spread sheet was provided that included the recommendations including the necessary board recusals due to conflicts of interest.

ROUND 11 COOPERATIVE MARKETING APPLICATION SUMMARY				
	Board Recusals	Applicant	Amount Requested	Amount Recommended
Funded at 100%	Nathan Rafferty Kym Buttschardt	Ski Utah	\$275,000.00	\$275,000.00
	Nathan Rafferty	Visit Salt Lake	\$200,000.00	\$200,000.00
	Hans Fuegi	National Ability Center	\$51,100.00	\$51,100.00
	Joel Racker	Utah Valley CVB - Meetings	\$50,208.50	\$50,208.50
Funded at 90%	John Holland Lance Syrett	Garfield County	\$119,792.58	\$107,813.32
	Bill Malone	Park City CVB	\$275,000.00	\$247,500.00
	Gordon Topham	Sevier County	\$15,000.00	\$13,500.00
	Joel Racker	Utah Valley CVB - Leisure	\$59,250.00	\$53,325.00
	Joel Racker	Utah Valley CVB - Sports	\$27,009.00	\$24,308.10
	Nathan Rafferty	Visit Salt Lake	\$75,000.00	\$67,500.00
Funded at 100%		Davis Area CVB	\$76,872.50	\$76,872.50
		Sandy Chamber of Commerce	\$25,500.00	\$25,500.00
		San Juan County Visitor Services	\$32,100.00	\$32,100.00
		Alta Chamber & Visitor Bureau	\$17,350.00	\$17,350.00
		Ogden Weber CVB	\$16,250.00	\$16,250.00
		Amazing Earthfest	\$2,500.00	\$2,500.00
		Daggett County	\$2,030.00	\$2,030.00
Funded at 90%		Bear Lake Valley CVB	\$6,300.00	\$5,670.00
		Bed & Breakfast Inns of Utah	\$2,650.00	\$2,385.00
		Cache Valley Visitors Bureau	\$45,270.00	\$40,743.00
		Cedar City - Brian Head Tourism Bureau	\$100,000.00	\$90,000.00
		Daggett County	\$10,346.00	\$9,311.40
		Daggett County	\$1,245.00	\$1,120.50
		Davis Area CVB	\$15,500.00	\$13,950.00
		Discovery Gateway	\$14,000.00	\$12,600.00
		Emery County Travel Bureau	\$15,000.00	\$13,500.00
		Emery County Travel Bureau	\$14,649.36	\$13,184.42
		Emery County Travel Bureau	\$6,200.00	\$5,580.00
		Foothill Cultural District	\$9,000.00	\$8,100.00
		Friends of the Moab Folk Festival	\$6,000.00	\$5,400.00
		Heber Valley Tourism & Econ Dev	\$24,201.00	\$21,780.90
		Kane County	\$27,125.00	\$24,412.50
		Kimball Art Center	\$20,000.00	\$18,000.00
		The Living Planet Aquarium	\$14,114.00	\$12,702.60
		Moab Area Travel Council	\$275,000.00	\$247,500.00
	Ogden Weber CVB	\$43,550.00	\$39,195.00	
	Ogden Weber CVB	\$32,750.00	\$29,475.00	

	Red Rock Golf Trail	\$37,500.00	\$33,750.00
	Splore	\$5,000.00	\$4,500.00
	St. George Convention & Tourism Office	\$90,000.00	\$81,000.00
	St. George Convention & Tourism Office	\$45,000.00	\$40,500.00
	St. George Convention & Tourism Office	\$37,500.00	\$33,750.00
	St. George Convention & Tourism Office	\$40,000.00	\$36,000.00
	The Leonardo	\$17,500.00	\$15,750.00
	Tuacahn Center for the Arts	\$125,000.00	\$112,500.00
	Uintah County Travel & Tourism	\$81,375.00	\$73,237.50
	Utah Festival Opera & Musical Theatre	\$45,250.00	\$40,725.00
	Utah Shakespeare Festival	\$105,064.00	\$94,557.60
	Wayne County Travel Council	\$14,997.50	\$13,497.75
	Zion National Park Foundation (Division of Zion Human History Assoc.)	\$18,539.00	\$16,685.10
	53 Applications - Total	\$2,665,588.44	\$2,473,920.70

Available amount:	\$2,476,680.17
Recommended for funding:	-\$2,473,920.70
Balance:	\$2,759.47

ROUND 11 AWARDS NOT RECOMMENDED FOR FUNDING				
		Applicant	Amount Requested	Amount Recommended
Not Funded		Moab Arts & Recreation Center	\$11,050.00	\$0.00
		Utah Pioneer Heritage Arts - Story Road Utah	\$52,856.75	\$0.00
		Western Legends Round Up	\$11,400.00	\$0.00

After reviewing the funding recommendations, Hans stated that he felt that the recommendations could be approved by the board with one motion instead of having four separate motions.

MOTION: Mike Taylor made a motion to approve the document as presented above noting the conflicts of interest. Kathy Hanna-Smith seconded the motion and the motion passed.

DIRECTOR'S REPORT

Vicki Varela introduced Spencer Eccles and allowed him a few moments to address the group. Spencer thanked the board for their hard work on behalf of the state. He also thanked Joel Racker for his efforts during the transition as Vicki Varela joined the tourism team and Dave Williams in his new role as Associate Managing Director.

Spencer reported on the efforts of the Governor's Economic Coordinating Council that is charged to coordinate at the highest level on economic development issues and to address big ideas. Some of the items they are involved with are: the unified transportation plan, air quality, the Tourism Marketing Performance Fund, and global branding strategy. Spencer also talked briefly about the Tour of Utah and thanked the board for its support of the Tour and the Sundance Film Festival.

Vicki reported on some of the following items:

- Tour of Utah – 163 million households in 50 countries received live feed during the tour
- Thanked the Co-op Marketing Committee and Hans Fuegi for his leadership during the process as well as Kelly Day for her hard work
- Announced new PR firm – Turner Public Relations
- The Lone Ranger – The theaters ads in the western states cost less than \$1/ad, 267, 000 ads shown in western states with an estimated 2.7 million viewers
- Integrated Global Brand – SMARI is doing an image study regarding Utah Life Elevated
- KUED Bucket List Show – Some staff participated in the fundraiser
- Livability Study – Will launch an RFP in the near future
- Presenting at Governor's Rural Economic Summit
- Presenting at Utah League of Cities & Towns

UTIC UPDATE

Nan Anderson spoke briefly about the reauthorization of the TMPF. She provided the board with a white paper created by UTIC that provides information on performance indicators on tourism tax revenue as well as visitation to national and state parks and hotel occupancy. UTIC is working on several fundraisers and would like to receive donations of SWAG.

PUBLIC COMMENT

Marian DeLay expressed her appreciation to the board and the Co-op Marketing Committee for their efforts during the application process.

Marian also asked if the partners would have an opportunity to meet the new PR firm in the near future. Vicki reported that Jay Kinghorn in our office is working on a schedule to make that happen.

Pat Holmes from Visit Salt Lake reported that the Outdoor Retailer Show had another record year. The final numbers are not in yet but they expect it will be 27,000-28,000.

Meeting adjourned. The next board meeting will be held, Friday, September 13th in Bryce Canyon.