

**UTAH BOARD OF TOURISM DEVELOPMENT
MEETING AGENDA**

**Newpark Resort
1476 Newpark Blvd, Park City, UT 84098**

Friday, June 14, 2024 – 10 am-12 pm

Join Zoom Meeting

<https://us02web.zoom.us/j/87964363237?pwd=cjdjZVN5QWJieGpKQ01LU1Zkc2tkQT09>

Meeting ID: 879 6436 3237

Passcode: 781797

1. Welcome & Introductions: Kym Buttschardt, Chair - 10:00 am
2. Approval of Minutes: Kym Buttschardt, Chair - 10:15 am
3. Managing Director Report: Natalie Randall, Utah Office of Tourism - 10:20 am
4. Sundance Institute Economic Impact Report - 10:30 am
Luna Banuri, Director of Utah Community Outreach and Government Affairs, Sundance Institute
5. Utah Film Commission Motion for Approval \$81,000 -10:50 am
Virginia Pearce, Director, Utah Film Commission
6. International Update - 11:05 am
Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism
7. Review and approval of the Fiscal Year 2024-2025 \$21,822,800 TMPF Budget - 11:25 am
Dave Williams, Associate Managing Director, Utah Office of Tourism
Becky Keeney, Director of Strategy, Utah Office of Tourism
8. UTIA update - 11:45 am
Joan Hammer, Utah Tourism Industry Association
9. Announcements/Upcoming Events – Board and Public - 11:55 am

The next Board of Tourism Development meeting will be held virtually on Friday, July 12 at 10am.

Red Emerald Strategic Plan Imperatives

1. Continue Powerful Branding
2. Prioritize Quality Visitation
3. Distribute Visitation
4. Enable Community Led Visitor Readiness
5. Improve Organizational Effectiveness