

UTAH BOARD OF TOURISM DEVELOPMENT
VIRTUAL MEETING AGENDA
Friday, October 11, 2024 – 10 am-12 pm

Zoom meeting

<https://us02web.zoom.us/j/88497239381?pwd=GVUjqrc41ILC8sI0OXpVH9YGxIHuAn.1>

Meeting ID: 884 9723 9381
Passcode: 887196

1. Welcome & Introductions: Kym Buttschardt, Chair - 10:00 am
2. Approval of Minutes: Kym Buttschardt, Chair - 10:10 am
3. Managing Director Report: Natalie Randall, Utah Office of Tourism - 10:15 am
4. Marketing Committee Report - 10:30 am
Fiscal Year 2024/2025 Parks and Beyond Winter Campaign
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
5. Global Markets Report - 10:50 am
Fiscal Year 2024/2025 Annual Plan
Rachel Bremer, Global Markets Director, Utah Office of Tourism
6. Community and Partner Relations Report - 11:15 am
EDA grant update
Rachel Creer, Partner Resources Manager, Utah Office of Tourism
7. Utah Film Commission - 11:35 am
Incentive Program allocation \$39,300 Motion for Approval
Virginia Pearce, Director, Utah Film Commission
8. UTIA Update - 11:45 am
Joan Hammer, Utah Tourism Industry Association
9. Announcements/Upcoming Events from Board and Public - 11:55 am

The next board meeting will be held at the Provo Airport, 1331 S. Sky Way on Friday, November 8 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