

UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

Friday, February 14, 2025 – 10 am-12 pm

Join Zoom Meeting

<https://us02web.zoom.us/j/86977890800?pwd=w7ctRNWvjda6e2PRgbs070sjaQepGY.1>

Meeting ID: 869 7789 0800

Passcode: 028897

1. Welcome & Introductions: Kym Buttschardt, Chair - 10:00 am
2. Approval of Minutes: Kym Buttschardt, Chair - 10:15 am
3. Open and Public Meetings Act (OPMA) Training - 10:20 am
Todd K. Jenson, Assistant Attorney General, Utah Attorney General's Office
4. Community and Partner Relations Report - 10:35 am
travel.utah.gov
Diane Wilson, Administrative Assistant, Utah Office of Tourism
5. Marketing Committee Report - 10:55 am
Parks and Beyond - Spring Campaign
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism

2025 PR Plan - J/PR
Anna Loughridge, Public Relations Manager, Utah Office of Tourism
Marrissa Mallory, Senior Vice President, J/PR
Suzanne Brose, Executive Vice President, J/PR
6. Utah Film Commission - 11:25 am
Incentive Program allocation \$3,070,667 Motion for Approval
Virginia Pearce, Director, Utah Film Commission
7. Managing Director Report: Natalie Randall, Utah Office of Tourism - 11:35 am
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 virtually on Friday, March 14, 2025 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