

**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=w7ctRNWjda6e2PRgbs070sjaQepGY.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](http://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

Mariissa Mallory, Senior Vice President, J/PR

Suzanne Brose, Executive Vice President, J/PR

6. Utah Film Commission - 11:25 am  
Incentive Program allocation \$3,150,113 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