

**UTAH BOARD OF TOURISM DEVELOPMENT
MEETING AGENDA
Friday, March 14, 2024 – 10am-12pm**

Join Zoom Meeting

<https://us02web.zoom.us/j/82235499835?pwd=vCawNnzMWtFZ3Tbx6CChLzQeFOme7T.1>

Meeting ID: 822 3549 9835

Passcode: 699843

1. Welcome and introductions: Kym Buttschardt, Chair – 10:00am
2. Approval of February meeting minutes: Kym Buttschardt, Chair – 10:10am
3. Managing Director Report: Natalie Randall – 10:15am
4. Utah Film Commission motion for approval \$5,456,993 – 10:30am
Virginia Pearce, Director, Utah Film Commission
5. Announcements – Board and Public

The next Utah Board of Tourism Development meeting will be held at Mountain Creek Lodge in Morgan on Friday, April 15 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