

# **UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA**

**Salt Palace Convention Center – Room 255F**

**Salt Lake City**

**Friday, August 8, 2025 – 10am-12pm**

## **ZOOM MEETING:**

<https://us02web.zoom.us/j/83089683767?pwd=VHdS1OT1LUqskF3ISRK5BppaBcszg0.1>

Meeting ID: 830 8968 3767

Passcode: 112114

1. Welcome & Introductions: Lesha Coltharp, Vice Chair - 10:00am
2. Approval of Minutes: Lesha Coltharp, Vice Chair - 10:10am
3. Managing Director Report: Natalie Randall, Utah Office of Tourism - 10:15am
4. Marketing Committee Report - 10:35am  
Fiscal Year 2025/2026 Marketing Plan Motion for Approval  
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
5. Utah Film Commission - 10:55am  
Incentive Program allocation \$1,652,758 Motion for Approval  
Virginia Pearce, Director, Utah Film Commission
6. Co-op Committee Report - 11:15am  
Recommendation to Award \$4,156,892 Motion for Approval  
Lesha Coltharp, Co-op Committee Chair, Board of Tourism Development
7. Announcements/Upcoming Events from Board - 11:35am
8. Public Comment - 11:45am

**The next board meeting will be held virtually at 10am, Friday, September 12.**

## **VISION**

A state united in welcoming the world to experience awe-inspiring adventure.

## **MISSION**

To elevate life in Utah by advancing the visitor economy through marketing, stewardship and destination development.