

UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

Friday, September 12, 2025 – 10am-12pm

ZOOM MEETING:

<https://us02web.zoom.us/j/82759330702?pwd=g42gXaasrubsvtQojFkTHVUFRogN9d.1>

Meeting ID: 827 5933 0702

Passcode: 237310

1. Welcome & Introductions: Nathan Rafferty, Chair - 10:00am
2. Approval of Minutes: Nathan Rafferty, Chair - 10:05am
3. Managing Director Report: Natalie Randall, Utah Office of Tourism - 10:10am
4. Quality Visitation Initiative Update - 10:20am
Becky Keeney, Director of Strategy, Utah Office of Tourism
5. Community & Partner Relations Team Update - 10:40am
Tourism Business Development Workshop Report
Camille Johnson, Community & Partner Relations Director, Utah Office of Tourism
Laici Shumway, Partner Outreach & Collaboration Coordinator, Utah Office of Tourism
Rachel Creer, Partner Resource Manager, Utah Office of Tourism
6. International Team Update - 11:00am
FY26 Strategy and Updates
Rachel Bremer, Global Markets Director, Utah Office of Tourism
7. Announcements/Upcoming Events from Board - 11:20am

**The next board meeting will be held on Wednesday, Oct. 1 at 9:45am at the
Utah Tourism Conference in Bryce.**

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.