

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

**Friday, November 14, 2025 – 10am-12pm  
John Wesley Powell River History Museum  
1765 E Main Street, Green River**

## **ZOOM MEETING:**

<https://us02web.zoom.us/j/88550408876?pwd=MNf0WNwHaFdSybIRSoUhgNVpLggRta.1>

Meeting ID: 885 5040 8876

Passcode: 616461

1. Welcome & Introductions: Nathan Rafferty, Chair - 10:00am
2. Approval of Minutes: Nathan Rafferty, Chair - 10:05am
3. Managing Director Report - 10:10am  
Dave Williams, Associate Managing Director, Utah Office of Tourism
4. Research Update - 10:25am  
Denise Jordan, Director of Marketing Analytics & Research, Utah Office of Tourism
5. Marketing Committee Report - 10:45am  
Data-Driven Audience Strategy  
Ben Cook, Director of Marketing, Utah Office of Tourism  
Adam Whalen, Vice President, Data Analytics & Research, Love Communications  
Jonathan Smithgall, Managing Director, Love Communications  
Machel Devin, Account Director, Love Communications
6. International Team Update - 11:05am  
Rachel Bremer, Global Markets Director, Utah Office of Tourism
7. Utah Film Commission - 11:25am  
Incentive Program allocation \$210,000 Motion for Approval  
Dave Williams, Associate Managing Director, Utah Office of Tourism
8. Announcements/Upcoming Events from Board - 11:35am

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