

UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

**Friday, Dec. 12, 2025 – 10am
virtual meeting**

Zoom meeting link:

<https://us02web.zoom.us/j/87859970549?pwd=jYFEbbhmkybGVN4zxLoPvFUZ2AR23d.1>

Meeting ID: 878 5997 0549

Passcode: 796173

1. Welcome & Introductions: Nathan Rafferty, Chair - 10:00am
2. Approval of Minutes: Nathan Rafferty, Chair - 10:05am
3. Managing Director Report - 10:10am
Natalie Randall, Managing Director, Utah Office of Tourism and Film Commission
4. Utah Film Commission - 10:25am
Incentive Program allocation \$36,064 Motion for Approval
Virginia Pearce, Director, Utah Film Commission
5. Marketing Committee Report - 10:40am
Campaign Results, Holiday Blitz Plan, Travel Trends
Ben Cook, Director of Marketing, Utah Office of Tourism
Julie Comstock, Creative Director, Love Communications
Whitley Schlichte, Media Strategist, Love Communications
Jonathan Smithgall, Managing Director, Love Communications
6. Community and Partner Relations (CaPR) Team Update - 11:00am
Camille Johnson, Community & Partner Relations Director, Utah Office of Tourism
7. Announcements/Upcoming Events from Board - 11:20am

The next board meeting will be held virtually on Friday, Jan. 9, 2026, at 9am.

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.