

UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

Friday, Jan. 9, 2026, 9am
virtual meeting

Zoom meeting link:

<https://us02web.zoom.us/j/81410658863?pwd=50sGcbIPFbnwu7fjXbT35Doza3V6zF.1>

Meeting ID: 814 1065 8863

Passcode: 468683

1. Welcome & Introductions: Lesha Coltharp, Vice Chair–9 am
2. Approval of Minutes: Lesha Coltharp, Vice Chair–9:10 am
3. Managing Director Report–9:15 am
Natalie Randall, Managing Director, Utah Office of Tourism and Film Commission
4. Utah Film Commission–9:25 am
Incentive Program allocation \$581,250 Motion for Approval
Virginia Pearce, Director, Utah Film Commission
5. Announcements/Upcoming Events from Board–9:35 am

**The next board meeting will be held on Thursday, Feb. 5, 2026, at 2:30 pm at the
[Western Sports Park](#) in Farmington.**

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.