

UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

Thursday, Feb. 5, 2026, 2:30pm
Western Sports Park, 25 N. Sports Park Way, Farmington

Zoom meeting link:

<https://us02web.zoom.us/j/88164545971?pwd=aZ6rekjuJLAx0gSHfUv1hBjt795IU2.1>

Meeting ID: 881 6454 5971

Passcode: 445082

1. Welcome & Introductions: Nathan Rafferty, Chair–2:30pm
2. Approval of Minutes: Nathan Rafferty, Chair–2:50pm
3. Managing Director Report–2:55pm
Natalie Randall, Managing Director, Utah Office of Tourism and Film Commission
4. Utah Film Commission–3:10pm
Incentive Program allocation \$2,038,475 Motion for Approval
Virginia Pearce, Director, Utah Film Commission
5. Communications Team Update–3:20pm
CY2025 Public Relations Recap, CY2026 Plan and Trends
Anna Loughridge, Director of Communications, Utah Office of Tourism
6. Marketing Committee Report–3:40pm
Parks & Beyond Spring Campaign Plan, Marketing Updates
Ben Cook, Director of Marketing, Utah Office of Tourism
7. Announcements/Upcoming Events from Board–4:00pm

The next board meeting will be held virtually on Friday, March 13, 2026, at 9am.

VISION

A state united in welcoming the world to experience Utah.

MISSION

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