

# UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

Friday, April 24, 2026, 9:00am  
Kanab Events Center – 200 N 100 East

**Zoom meeting link:**

<https://us02web.zoom.us/j/89837454144?pwd=NpCeWcKfb8fGraiWIHdWFEeCtVBeJx.1>

Meeting ID: 898 3745 4144

Passcode: 087173

1. Welcome & Introductions: Nathan Rafferty, Chair–9:00am
2. Approval of Minutes: Nathan Rafferty, Chair–9:10am
3. Managing Director Report–9:15am  
Natalie Randall, Managing Director, Utah Office of Tourism and Film Commission
4. Utah Film Commission–9:30am  
Incentive Program allocation \$17,736,804 Motion for Approval  
Virginia Pearce, Director, Utah Film Commission
5. Community & Partner Relations Report–9:50am  
TBD Workshop & ELEV8 Utah Product Development Pilot Overview/Update  
Camille Johnson, Community & Partner Relations Director, Utah Office of Tourism
6. Marketing Committee Report–10:10am  
Urban & Outdoors Campaign Plan, Marketing Updates  
Ben Cook, Director of Marketing, Utah Office of Tourism
7. Global Markets Team Update-10:20am  
Rachel Bremer, Global Markets Director, Utah Office of Tourism  
Jenica Barber, Research Analyst, Utah Office of Tourism
8. Announcements/Upcoming Events from Board–10:40pm

## **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.