

UTAH BOARD OF TOURISM DEVELOPMENT MEETING AGENDA

**Friday, June 5, 2026, 9:00am
Mt. Nebo Botanical Farm, 3700 Old Highway 91, Mona**

Zoom meeting link:

<https://us02web.zoom.us/j/88370176647?pwd=lpvmL7f6ViBbUbbIMiQ6KclFlkqFjP.1>

Meeting ID: 883 7017 6647

Passcode: 978214

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–9:35am
Incentive Program allocation \$2,292,513 Motion for Approval
Virginia Pearce, Director, Utah Film Commission
5. Marketing Report–9:55am
Adventure Safe
Becky Keeney, Director of Strategy, Utah Office of Tourism
Ben Cook, Director of Marketing, Utah Office of Tourism
Anna Loughridge, Director of Communications, Utah Office of Tourism
6. Review and approval of the \$22,197,493 TMPF Budget–10:15am
Becky Keeney, Director of Strategy, Utah Office of Tourism
7. Announcements/Upcoming Events from Board–10:40am

The next board meeting will be virtual on Friday, July 10 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.