

**UTAH BOARD OF TOURISM DEVELOPMENT
MEETING AGENDA**

**City Offices, 69 North Paradise Parkway, Building B
Garden City**

Friday, August 14, 2026 – 10am-12pm

ZOOM MEETING:

<https://us02web.zoom.us/j/82609173022?pwd=fa1t5mun1QnmG0aorT90IENaYYtAEt.1>

Meeting ID: 826 0917 3022

Passcode: 336104

1. Welcome & Introductions: Nathan Rafferty, Chair - 10:00am
2. Approval of Minutes: Nathan Rafferty, Chair - 10:10am
3. Managing Director Report: Natalie Randall, Utah Office of Tourism - 10:15am
4. 2026-27 Domestic Marketing Plan - 10:35am
Recommendation to Approve Domestic Marketing Plan, \$7,842,438 Motion for Approval
Ben Cook, Director of Marketing, Utah Office of Tourism
5. Utah Film Commission - 10:55am
Incentive Program allocation \$1,949,728 Motion for Approval
Virginia Pearce, Director, Utah Film Commission
6. Co-op Committee Report - 11:15am
Michelle Evans, Grant Specialist, Utah Office of Tourism
Recommendation to Award \$3,984,500 Motion for Approval
Jordan Smith, Co-op Committee Member, Board of Tourism Development
7. Announcements/Upcoming Events from Board - 11:35am

The next board meeting will be held virtually at 9am on Friday, September 11.

VISION

A state united in welcoming the world to experience Utah.

MISSION

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