Utah Board of Tourism Development
Board Meeting Minutes – July 10, 2026
virtual

Board Members Present – Lesha Coltharp, Kaitlin Eskelson, Joanie Hammer, Jessica Merrill, Jason Murray, Nathan Rafferty, Melva Sine, Jordan Smith, Kevin Smith, Jennifer Wesselhoff

Board Members Absent – Victor Iverson, Graydon Pearson, Harold Simpson, CJ Wade, Shayne Wittwer

Staff – Tera Atwood, Jenica Barber, Emma Checketts, Ben Cook, Rachel Creer, Lorraine Daly, Todd K. Jenson, Camille Johnson, Denise Jordan, Becky Keeney, Anna Loughridge, Carli Mahas, Derek Mellus, Virginia Pearce, Liz Peck, Natalie Randall, Laici Shumway, David Williams, Heather Zang, Stacey Zoller

Others – Chloee Anderson, Stacey Boney, Nycole Durfey, Erin Judd, Ryan Lundstrom, Brittany McMichael, Brian Martinez, Barbara Mirabelli, Jeanette Peatross, Angie Rothen, Emily Rovello, Mick Soleta, Matthew Watson, Allison Yamamoto-Sparks, Cortney Yazzie

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Welcome and Introductions
Board Vice Chair **Lesha Coltharp** called the meeting to order, welcomed everyone and asked for board member introductions.

MOTION: Jessica Merrill motioned to approve the June 12, 2026, board meeting minutes. Joan Hammer seconded the motion. All board members voted in favor.

Managing Director Report
Natalie Randall

- Today is the team's last day at Council Hall. Moving into temporary space in the West House Building on the Capitol Complex.
- Permanent move to 60 East South Temple (World Trade Center Building, 3rd floor) with GOED team in mid-September.
- Recently released 2025 tourism and travel economic impact data.
    - $13.7 billion in direct visitor spending generated in 2025
    - 167,200 local jobs supported
    - $2.7 billion generated in state and local tax revenue
    - Testament that even with challenges the industry is enduring, Utah continues to appeal to visitors.
    - Continue to enable the quality of life investments in communities with expansion of trails and outdoor recreation; roads and education. A reminder of the importance of the visitor economy across the state.
- Asked by the governor's office and collaborated with the Department of Cultural & Community Engagement (CCE) on a Utah booth at the Great American State Fair in Washington, D.C., June 25-July 10.
    - Opportunity to showcase the differentiators of Utah – red rocks to urban centers.
    - Strong representation from state agency partners staffing the booth.
- Quarterly stakeholder survey launched this week. Done in partnership with Jordan Smith, Institute of Outdoor Recreation and Tourism (IORT) and Utah State University.
    - Encourage partners to complete it to help align strategy with real-time industry data.

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- Coordinate efforts in connection with the wildfire responses and crisis management and fortunate to have team members located in varying locations.
    - Leaning on our team and regional partners to ensure visitors have accurate and timely travel information. Are doing this by directing visitors to correct resources.
    - Able to depend on DMOs throughout the state and a good reminder that tourism is one of the few industries in the state that have representation in all 29 counties.
    - CaPR team hosted a crisis communications webinar focusing on best practices and shared toolkits and resources.
    - Unsure what economic relief will look like but encourage all businesses to document all financial impacts immediately and ongoing.

<u>Utah Film Commission</u>
Film Incentive Program
Virginia Pearce

- This is the first month of our new fiscal year and the funding for program equals $11M
    - $1.4M cash for the community film incentive program
    - Tax credit of $6.79M for motion picture incentive program
    - $3M for rural film incentive program
- Reviewing two small projects – both community film incentive program applicants.
- More projects will be ready to be reviewed this fall.

Production	Estimated Utah Spend	Incentive Amount Per Production	Locations (Counties)
Brother Joseph Again	$100,000	$20,000 (20% cash)	Utah
Psycho Cabin	$150,000	$30,000 (20% cash)	Salt Lake, Sanpete
	$9,216,086 TOTAL Spend	**$2,292,513 TOTAL Incentive**	

MOTION: Jason Murray motioned to approve $50,000 for incentives for the two productions presented which have met the criteria defined by statute. Kaitlyn Eskelson seconded the motion. The motion was approved.

<u>Announcements</u>

- **Joanie Hammer** reminded everyone that registration for the Utah Tourism Conference is open. It is October 13-16 at the Grand Hyatt Deer Valley. Please register and make hotel reservations.
    - Also consider donating to UTIA's silent auction .

The meeting adjourned

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