

UTAH BOARD OF TOURISM DEVELOPMENT
Meeting Agenda

Friday, September 11, 2026 at 9 am
virtual meeting

Zoom meeting link:

<https://us02web.zoom.us/j/82609173022?pwd=fa1t5mun1QnmG0aorT90lENaYYtAEt.1>

Meeting ID: 826 0917 3022

Passcode: 336104

1. Welcome & Introductions: Nathan Rafferty, Chair – 9 am
2. Approval of August board meeting minutes: Nathan Rafferty, Chair – 9:05 am
3. Utah Film Commission – 9:10 am
Incentive Program allocation \$100,786 Motion for Approval
Virginia Pearce, Director, Utah Film Commission
4. Announcements & Upcoming Events from Board – 9:25 am

***The next board meeting will be held at the Utah Tourism Conference in Heber Valley on
Wednesday, October 14, 2026 at 9 am.***

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.