

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA
Thursday, February 9, 2023 – 2:30-4:30 pm**

**World Trade Center Utah
60 E South Temple, 1st Floor Training Room
Salt Lake City, UT 84111**

<https://us02web.zoom.us/j/87221167582?pwd=d3pnWVh4dTY5RGU1ZGVwQi8yMmJvQT09>
Meeting ID: 872 2116 7582 / Passcode: 020923

1. Welcome & Introductions: Lance Syrett, Chair - 2:30 pm
2. Approval of Minutes: Lance Syrett, Chair - 2:45 pm
3. Ryan Starks, Executive Director of Governor's Office of Economic Opportunity - 2:50 pm
4. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 3:00 pm
5. International Update - 3:10 pm
Rachel Bremer, Tourism Global Markets Director, Utah Office of Tourism
Zach Fyne, Global Markets Specialist, Utah Office of Tourism
6. Travel Trends - 3:30 pm
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications
Becky Keeney, Director of Strategy, Utah Office of Tourism
7. Marketing Committee Report: 3:50 pm
Southern Utah+ 2022/2023 update
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
Julie Comstock, Associate Creative Director, Struck
Jonathan Smithgall, Vice President Digital Marketing, and Media, Love Communications

Northern Utah+ 2022/2023 budget approval \$715,000
Ben Cook, Director of Marketing & Communications, Utah Office of Tourism
Becky Keeney, Director of Strategy, Utah Office of Tourism
Sydney Furton, Account Supervisor, Love Communications
8. UTIA Update: Natalie Randall - 4:10 pm
9. Announcements/Upcoming Events – Board and Public - 4:25 am

The next board meeting is scheduled for Friday, April 14 at 10 a.m., in Helper, Utah.

Red Emerald Strategic Plan Imperatives

1. Prioritize quality visitation, not simply quantity of visitors
2. Distribute visitation
3. Continue powerful branding
4. Enable community-led visitor readiness
5. Improve organizational effectiveness