



## Wasatch Tourism Tax Advisory Board Meeting Minutes

*March 15, 2019*

1. Attendees: Kevin Henderson, Kristi Brown, Craig Simons, Dallin Koecher, Brandon Fife, Ed Shaul, Makayla Meeker, Adam Stoker, Ryan Starks, Bruce Strom, Stuart Ashe, Jessica Broadhead.
2. Welcome – Bruce Strom, Chair
3. Presentation from Relic (See presentation). Relic is a full-service advertising agency focusing specifically on tourism. They are serving 7 other DMO partners in Utah.
4. 2019 Three-season Marketing Campaign Q & A
5. Golf Campaign We are working on a golf campaign with golf partners. Marketing money for golf was raised by Epic 90 pass sale last year. We will continue to grow this fund with Epic 90 golf pass sales. We raised the price to \$185 this year and added parameters.
6. Mountain Meetings Campaign Jessica and Dallin are working with lodging partners to create a mountain meetings campaign. We are creating some pop up banners, some swag, and some information sheets for this meetings campaign.
7. Upcoming Events:
  - a. Restaurant Week March 25-31, 2019
  - b. Meet the Cows Dairy Farm Tours (every Friday and Saturday)
  - c. Easter Bunny Train (April 11-13 & 18-20)
  - d. Spring Extravaganza (April 19 & 20)
  - e. Baby Animal Day at the Creamery (April 26 & 27)
8. Other Business – Marketing Advisory Committee
9. Next Meeting – TBD as needed

***Marketing Advisory Committee Members:***

Bruce Strom (Chair), Utah State Parks

Cache Ferguson (Vice-Chair), Mountain Valley RV Resort  
Adaire Willoughby, Wasatch County Events Complex  
Stuart Ashe, Soldier Hollow  
Kevin Henderson, Best Western Inn  
Ed Shaul, Deer Valley Resort  
Kristy Brown, Homestead Resort  
Brandon Fife, Zermatt Resort  
Craig Simons, Homestead Crater