Tourism Advisory Board Meeting
Tuesday, August 19, 2019

1. Welcome – Bruce Strom
2. Epic 90 Golf Overview passes sold out for the year. We included a lodging component for a 20% discount on your stay with Best Western, Homestead, and Zermatt. We added a restriction for weekends and holidays at Wasatch.
3. Tourism Grant Recipients To-date – halfway through TAB grants for 2019
4. Ryan Starks – Director’s Report
5. Utah Office of Tourism Co-op Award – received full amount this year $150,000 more than ever received. 2020 will be a banner year.
6. 2020 Proposed budget – basing totals on previous year totals looking at total TRT identify a percent to identify pool of money and use as a baseline for our budget. Heber City, Midway City, and Wasatch County all contribute $25,000 to our office. Monies earmarked for grants and other items. Budget is approved by November.
7. Sales position – talked about the need to hire a sales manager to get in front of the development at Jordanelle. The HVTED board approved the position based on board recommendation. This person will hit the ground running working with hotels – position called destination sales manager. The HR manager with the County will post job description in September/October.
8. Dallin Koecher – Communications Report
9. Australia Sales Mission – 266 contacts, 85 miles walked in Australia. Attended with the Utah Office of Tourism.
10. Group FAM reimbursement program – Dallin and Jessica will put together a proposal for a FAM trip we can take to IMEX to hook the planners we meet with. We will reach out to the airlines to see if they can help us offer an incentive program to get the planners here.
11. Jessica Broadhead – Marketing Report
12. Three Season Campaign Update - Attached
13. Winter 2019/20 Campaign + videos – Winter campaign with Ski Utah ad
14. Considerations for 2020 – Went over considerations – answered questions.

We will hold this meeting quarterly plus two meetings for TAB allocations. All documents will be sent to the board.