Tourism Advisory Board Meeting Agenda  
Friday, November 8, 2019

Attendance:

Bruce Strom

Kevin Henderson

Jana Brown

Craig Simons

Cache Ferguson

Dallin Koecher

Ed Shaul

Alison Rogers

Jessica Broadhead

1. Elect a new chair and co-chair for the Tourism Advisory Board

Chair – Cache Ferguson – 1 year remaining on board

**Unanimous vote**

Vice Chair – Kevin Henderson

**Unanimous vote**

New positions

Soldier Hollow

Homestead

State Parks

Restaurants?

Gary Wolfarth

Jolene Espisito

Burkeley Probst

Ryan or April Estel

John Platt

1. Jana Brown, Destination Sales Manager

Will be attending ski shows and other trade shows

Liaison between office and the market

Organizing FAMs

1. Review Relic's findings from their presentation

Follow-up meeting was held after the presentation

Set goals for 2020 based on the presentation

* Raise TRT and local spending from visitors from our target markets
* Increase awareness of Heber Valley through targeted ad placements and drive visitor guide downloads
* Continue to improve ad metrics and firm up website conversion tracking for all channels
* What is happening with public transportation to help make some of these things happen?

Digital Goals

Target California and Denver

Denver is closer, winter oriented pages

Denver site visitors were ‘better’ visitors

More time on site, more pages viewed

Those facts indicate there might be more winter visitor growth opportunities from Denver than Phoenix

Measurement:

Increased TRT

Higher VisaVue stats from target markets

Better website behavioral metrics

1. Winter marketing plans

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Media Goals:

Winter season recommendations would include:

Interest-targeted magazine: Cross Country Skier and Freeskier

Three Season recommendations would include: American Angler

1. Schedule dates to review the 2020 TAB Grant Applications and Interviews

January 7, review 8:00 am

January 16 interviews 9:00 am