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