

**MINUTES OF THE 4TH QTR. BOARD OF TRUSTEES
& MEMBERSHIP MEETING / /HOLIDAY BREAKFAST
MEETING MINUTES**

Thursday, December 17, 2015
The Falls Event Center at Trolley Square

WELCOME REMARKS:

Chairman Alan Rindlisbacher welcomed everyone to the 4th Quarter Board of Trustees Meeting held at The Falls Event Center at Trolley Square and thanked the attendees for coming. This could not be done without community support, and that support is represented by the many people in attendance.

APPROVAL OF THIRD QUARTER BOARD OF TRUSTEES MEETING MINUTES:

Chairman Rindlisbacher mentioned that the minutes of the 3rd Quarter Board of Trustees & Membership Meeting / President's Forum, held September 24, 2015, were distributed to the board members. There being no corrections or changes, on **motion of Neil Wilkinson** and **seconded by Erik Christiansen**, the minutes were unanimously approved.

SALT LAKE COUNTY REMARKS:

Deputy Mayor of Salt Lake County, Lori Bays, thanked the partners and private businesses working together to advance the local economy. Deputy Mayor Bays recognized 2015 as a benchmark year in tourism, surpassing the 2002 Olympic Games in hotel room goals. Salt Lake County government looks forward to hosting the American Society of Association Executives in August of 2016. In addition, Salt Lake County is moving forward with the building of a convention center hotel, and the RFP will be closing on December 18th, 2015.

2016 TRUSTEES/OFFICERS ELECTION:

Past-Chair Kevin Bruder mentioned that Visit Salt Lake is an association of more than (700) companies and individuals. It's at this meeting that we elect one-third of our Board for a three-year term, and additional nominees are elected to fill vacancies. In his role as Past-Chair, Mr. Bruder also serves as Chair of the Nominating Committee. Other committee members include Alan Rindlisbacher, Mary Crafts-Homer, Scott George and Scott Beck. The trustees who have completed their time on our Board were thanked and given a gift of appreciation for their service.

FOR THE BOARD OF TRUSTEES:

Released from the Board with a vote of thanks

Scott Anderson
Debbie Brown
Spencer Eccles
Steve Lewis
James Roberts

Mikel Trapp
Chris Matthews
Scott Sommerville
Michael Steele
Donald K. Dunn

Past-Chair Bruder introduced each new nominee for election to the **Board of Trustees** to serve the terms designated.

Nominated to serve a new 3-year term (expiring at the end of 2018 or upon election of a successor):

Tom Morgan – EVP Retail Banking Zions Bank
Jason Ford – GM Sheraton Hotel Salt Lake City
Joey Gilbert – Associated General Contractors, Utah
Society of Association Executives
Adrienne Ruderman – Alta Chalets, President Alta
Chamber and Visitors Bureau

Doug Smith – Event Lab
Jay Garrett – Marriott at City Creek Center
Andy Pettingale – Western States Lodging
Bret Lange – Hale Center Theater
Steve Boulay - Magic Space Entertainment

Nominated to serve an additional 3-year term (expiring at the end of 2018 or upon election of a successor):

Arlyn Bradshaw
Karen Hale
Doug Koob
Alan Rindlisbacher
Neil Wilkinson
Fred Botwell
Rev France Davis
Judge Lee Dever
Mike Grass
TG Bud Mahas – Past Chair

Dr. Kelly Matthews – Past Chair
Peter Nardelli
Senator Wayne Neiderhauser
Jim Olson
Bob Springmeyer
Robert Sullivan
Nathan Thomas
Maxine Turner

Call for motion to approve the above names to the Board of Trustees:

Scott George made the motion and Erin Litvack seconded. The motion passed unanimously. Past-Chair Kevin Bruder congratulated the new members of the Board of Trustees and thanked them in advance for their willingness to donate their time and talents to the Bureau efforts.

The following Trustees, under the direction of the Executive Committee, are nominated to serve as Officers of Visit Salt Lake for 2016:

Scot George as Chair
Alan Rindlisbacher as Immediate Past-Chair

Mary Crafts-Homer as Chair-Elect
Dee Brewer as Secretary/Treasurer

Call for motion to elect the Executive Committee Officers for 2015:

Karen Hale motioned the call and Arlyn Bradshaw seconded. The motion passed unanimously.

UTAH OFFICE OF TOURISM PRESENTATION: Vicki Varela, a great partner of VSL, gave a presentation on UOT's year-end update:

❖ 2015 Highlights:

- Fodor's Travel Guide selected Utah as the Travel Destination of the Year.
 - Tourists are now spending \$1.07 Billion yearly.
 - Governor Herbert has challenged UOT to increase tourism spend to \$1.2 Billion by year 2020.
- The "Find Your Greatest" television ads were very successful in 2015, featuring six Utah individuals, each personalizing their experiences on "the Greatest Snow on Earth". Ads were shown in Los Angeles, San Diego and New York.
 - Since the campaign started, consumer's time spent on the website has more than doubled.
- Utah Office of Tourism will be partnering with Visit Salt Lake to host American Society of Association Executives, participating with a \$75,000 donation.
- Visit Salt Lake and Utah Office of Tourism Partnership involves the following:
 - Building an "urban" brand for Salt Lake
 - Expanding International Marketing
 - For the second year, the state of Utah combined with local partners, to create a very sophisticated international marketing strategy with Brand USA.
 - 2016 is the year of the Chinese Traveler.
 - 2,000+ Chinese tour busses visited Temple Square last year.

- Chinese tourists grew to be the second largest in international tourism spending in 2016.
- There is now a Utah Office of Tourism representative located in China.
- Invested \$383,000 in Visit Salt Lake's efforts, including promotion of Ski City.
- Salt Lake City was recognized in 2015 in multiple food and dining publications.
- "Mighty 5" campaign continued to be successful in 2015.
 - Campaign will be updated this spring, as we continue to air the current version now on cable television.
- Vicki noted that the current budget provided by the Governor includes a tourism budget of \$18 Million, she also noted that based on the performance of the TMPF the UOT actually qualified for \$21 Million for 2016/2017 fiscal year.

ROAD HOME PRESENTATION:

In the spirit of keeping our holiday tradition, we have continued our collection of blankets, hats, mittens, scarves and other warm items for donation to the Road Home homeless shelter. The Road Home provides support and shelter for overcoming homelessness by providing basic needs while connecting people with resources and helping to integrate them back into the community. The Road Home operates out of The Salt Lake Community Shelter, which is the largest homeless shelter in Utah. Chairman Rindlisbacher thanked everyone for their donations and invited Matt Minkevitch with the Road Home up to the podium to accept the contributions.

FUTURE SCHEDULE: We will meet again on March 17, 2016 for our 1st Qtr. Board of Trustees and Membership Meeting & Annual Meeting

Meeting adjourned at 9:04 a.m.

Adopted and approved this 17th day of March 2016

Dee Brewer, Corporate Secretary

**4TH QTR. BOARD OF TRUSTEES
& MEMBERSHIP MEETING / /HOLIDAY BREAKFAST
Thursday, December 18, 2014**

Present:

EXECUTIVE COMMITTEE:

Arlyn Bradshaw
Kevin Bruder
Erik Christiansen
Mary Crafts-Homer
Chris Erickson
Scott George
Karen Hale
Joe Lambert
Erin Litvack
Alan Rindlisbacher
Vicki Varela
Taylor Vriens
Neil Wilkinson

Excused:

EXECUTIVE COMMITTEE:

Dee Brewer
Connie Marshall
Chris Redgrave

Present:

EX OFFICIO:

Scott Beck, VSL President/CEO

Present:

BOARD OF TRUSTEES:

William Ammermann
Karen Boe
Steve Boulay
Dennis Copyak
Keith Griffal
Brandon Hanson
David P. Jensen
Dave Jensen
Christina Jepson

BOARD OF TRUSTEES (Continued):

Brent Lange
Peter Nardelli
Carolyn Nichols
Fred Parker
Brad Petersen
Jeff Protzman
Brett Rydalch
Bob Springmeyer
Robert Sullivan
Nathan Thomas
Paul Thornton
Maxine Turner
Andrea Wolcott
Guy Woodbury

GUESTS:

Matt Minkevitch, the Road Home