



Different by Nature.

**CUSTOMER ADVISORY BOARD
November 13 - 15, 2008 Meeting Minutes
Confidential**

Board Members (in Attendance)

Mike Chandler	USA Volleyball
Marilee Chisholm	USANA
Sue Davis	SPIE-International Society of Optical Engineering
Michelle Harris, CMP	Electric Drive Transportation Association
Lori Jenks	Outdoor Retailer
Elyce Jones	Omniture
Dave Kanagy	Society for Mining, Metallurgy & Exploration
Desirée Knight, CMP	The American Railway Engineering and Maintenance of Way Association
Shirlee Kyle	Distributive Education Clubs of America
Nicolina Mangano	American Bar Association
Ross Mirmelstein, CMP	National Sheriffs' Association
Andrea Reno	Young Men's Christian Association
Amanda Rushing, CMP	American Society of Civil Engineers
Matthew Schermerhorn, CMP	AAA
Gary Schirmacher, CMP	Experient
Lil Shepherd	DoTerra Essential Wellness
Nancy Todd, CMP	American Chemical Society

Salt Lake Host Committee

Scott Beck	Salt Lake Convention & Visitors Bureau
Pat Holmes	Salt Lake Convention & Visitors Bureau
Doug Koop	Marriott City Center
Mark White	Salt Lake Convention & Visitors Bureau

Guest Speakers

Natalie Gochmour	Salt Lake Chamber of Commerce
Bill Knowles	Downtown Rising Ombudsman
Jason Mathis	Downtown Alliance
Carla Wiese	Downtown Alliance

Facilitator

David Kliman, CMP, CMM	The Kliman Group
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Graphic Recorder

Sophia Liang

Gallery Attendees

Jason Badell
Ann Bangerter
Tessa Baysinger
Royce Failner
Annie Harrell
Dan Hayes
Patrick Higgins
Allyson Jackson

Michelle LeBaron
Steve Lindburg
Steve Lundgren

Tyson Lybbert
Michael Mack
Ruth Naccarato
Kelly Olsen
Robert O’Neil
Sally O’Neill
Chris Peterson
Tori Piersante
Dennis Porter
Julie Rhoads
Steve Rich
Joe Snarr
Allison Sheffield
Tina Stark
Shawn Stinson
Eric Thompson
Tamme Thompson
Diane Utley
Eric White
Guy Woodbury

Graphic Footprints

Salt Lake Convention & Visitors Bureau
Hotel Monaco
Salt Palace Convention Center
Salt Lake Convention & Visitors Bureau
Salt Lake Convention & Visitors Bureau
Salt Palace Convention Center / South Towne Expo Center
Salt Lake Convention & Visitors Bureau
Salt Palace Convention Center / South Towne Expo Center
& SLCVB Board of Trustees/Executive Committee
Snowbird Ski & Summer Resort
Hilton Salt Lake City Center
Marriott Salt Lake City Downtown & Chairman of the
Board of Trustees/Executive Committee
Marriott Salt Lake City Center
Salt Lake Convention & Visitors Bureau
Snowbird Ski & Summer Resort
Rare Method
Salt Lake City Marriott Downtown
Salt Lake Convention & Visitors Bureau
Salt Lake Convention & Visitors Bureau
Salt Lake Convention & Visitors Bureau
Red Lion Hotel
Salt Lake Convention & Visitors Bureau
Utah Sports Commission
Sheraton Hotel
Salt Lake Convention & Visitors Bureau
The Housing Connection
Salt Lake Convention & Visitors Bureau
Salt Lake Convention & Visitors Bureau
Salt Lake Convention & Visitors Bureau
Salt Lake Convention & Visitors Bureau
Rare Method
Woodbury Corporation & SLCVB
Incoming Chairman of the Board of Trustees/Executive
Committee

Friday, November 14, 2008

Welcome

Board members, Salt Lake hosts and Gallery attendees made introductions. **Sophia Liang's graphic report of the meeting can be found at the following site:**

<http://www.visitsaltlake.com/CAB/2008FallCABGraphicNotes.pdf>

Opening Comments – Scott Beck and David Kliman

Scott and David welcomed the Board and thanked them for their time and commitment to Salt Lake. The Board was asked to speak honestly and openly on behalf of the meetings and convention industry as well as their respective organizations. The Board's role is to act as a sounding board; a highly relevant sample of Salt Lake's target meetings and convention audience. Salt Lake will listen and learn from the Board and appropriate action will be taken on its recommendations.

Action Items and Recommendations from March 2008 Meeting were reviewed by David Kliman; – progress on each item is shown in bold type

Recommendations and Action Items

- Create a website subcommittee chaired by Elyce Jones to evaluate future content direction – **Marketing subcommittee created and first meeting via conference call took place**
- Convene a meeting with key hoteliers and several leading meeting professionals to discuss honoring room block commitments and rates – **ongoing as need arises**
- Microsite recommendations:
 - Pragmatic information is most critical – “focus on function, not glitz”, less banner space, use real estate for information – **ongoing – will see changes in this area on some pages**
 - Front page has “far too much eye candy” – **reviewing as we redesign site**
 - Put “What's New” on front page, “starburst” it - **completed**
 - Ensure upper left corner of all pages are optimized for maximum impact - **incorporating**
 - Redesign Delta jet so it doesn't look like it's crashing into the convention center - **completed**
 - Ensure convention calendar is kept up-to-date and is displayed prominently – **work in progress**
 - Create tab for “Green Meetings” - **completed**
 - Factoids are great tools – use them throughout – **work in progress**
 - Use rollovers with key facts, square footage, number of rooms, distances, etc. – **reviewing as we transition to our new CRM (customer relationship management)/CMS (content management system)**
 - Change the term “Testimonial” to something hipper and with less religious overtones – **evaluating - term is universal on CVB Websites and commonly used**
 - Link 360 degree views and floor plans on hotel sites – **ongoing as we transition to our new CRM/CMS**
 - Meeting planners backpack – some members suggested changing to a more business like image/icon - **completed**

- Use term “Meeting Professional” instead of “Meeting Planner” throughout the site
- **completed**

Industry Issues

The Board was asked to talk about key strategic issues within their organizations; the following is a summary of their comments:

- Economic conditions are impacting all aspects of meetings and events; resulting in less exhibitors, reduced attendees numbers and less sponsor dollars
- Association attendance is generally flat
- Meeting professionals are seeking long term effective supplier partnerships and more creative and innovative solutions to better market their events
- Hotels must be more proactive in managing customer relationships; buyers need value-added solutions

Customer Report Cards

Desirée Knight from AREMA provided the following report on their September 21 – 24, 2008 meeting in Salt Lake:

- **High level goals and objectives:**
 - Education and presentation of papers
 - The AREMA Conference was held in conjunction with the Railway Engineering-Maintenance Suppliers Association (REMSA). REMSA was responsible for a large indoor supplier Trade Show with approximately 250 exhibitors.
 - Most events were held at the Salt Palace
- **Number of attendees**
 - AREMA Attendees: 1,500 plus 700 Exhibitors and 300 buyers; total of 2,500 including guests and spouses.
- **Attendee demographics**
 - Most attendees were either engineers or suppliers to the Railway Industry with 98% white male and 2% other
- **Number of hotel rooms used and hotel package**
 - AREMA was responsible for the entire housing package and used the Hilton, Marriott Downtown, Marriott City Center, Radisson and Hotel Monaco.
 - Estimated total rooms on peak: 1,491 rooms. Hilton was the headquarters hotel
- **History**
 - 2000 – Dallas, Adams Mark
 - 2001 – Chicago, Palmer House Hilton
 - 2002 – Washington, DC, Washington Hilton
 - 2003, 2005, 2007 – Chicago, Palmer House Hilton
 - 2004 – Nashville - Opryland
 - 2006 – Louisville - Convention Center, Galt House in conjunction with REMSA
- **Future meeting sites**
 - 2009 – Hilton Chicago
 - 2010 – Orlando Hilton
 - 2011 – Minneapolis in conjunction with REMSA, RSI & RSSI
 - 2012 – Hilton Chicago
 - 2013 – Open - RFPs received from Kansas City, Baltimore, Orlando, Atlanta & Denver in conjunction with REMSA, RSI & RSSI depending on 2011.

- **Convention Center Usage**
 - 3 Halls were used by REMSA for the World Rail Expo
 - AREMA used the Ballroom, Meeting Rooms and Concession Stands
- **Air lift and general transportation related issues**
 - Transportation to and from the city were excellent for attendees and staff
- **Challenges and Issues**
 - Cleanliness of restroom at the convention center; restrooms were not cleaned on an adequate basis to accommodate heavy use by male attendees which overwhelmed the cleaning crews
 - Audio Visual pricing is not comparable to other cities; EXTREMELY expensive.
- **Great Things**
 - All rooms were set when expected and cleaned accordingly at the Center.
 - The President’s Dinner at the Hilton was amazing. The staff and meeting room were spectacular.
 - Carolyn Barney is a huge asset for the Convention Center
 - Julie Rhoads was always available to answer any question about the city and venues
 - Salt Lake’s marketing campaign made attendees feel welcomed; it was the best we’ve seen. Signage and stickers on merchant windows was outstanding and made attendees feel special
 - The value of the meeting far exceeded our expectation; Food and Beverage pricing is excellent
 - **This was the best event AREMA ever had.** Customer service far exceeded expectations; we appreciate everything Salt Lake did to ensure the success of this event.

Shirlee Kyle from DECA provided the following report on 2001 & 2002 meetings in Salt Lake:

The mission of DECA is to enhance the co-curricular education of students with interest in marketing, management and entrepreneurship. DECA helps students develop skills and competence for marketing careers, build self-esteem, experience leadership and practice community service.

Meeting Dates

- State Association Management Conference (SAM) August 9 – 11, 2001
- Delta Epsilon Chi International Career Development Conference April 13 – 16, 2002
- DECA International Career Development Conference (ICDC) April 20 – 23, 2002

Number of Hotel Rooms Used and Hotel Block

<u>City</u>	<u>Registered</u>	<u>Room Block</u>	<u>Pick Up</u>
2002 Salt Lake	11,361	4,300	19,500
2007 Orlando	12,968	4,600	24,010
2008 Atlanta	12,815	5,100	23,000

History

DECA contracts with Anaheim and Orlando every four years (odd years)

2002 - Salt Lake City	2010 - Louisville
2004 - Nashville	2012 - Salt Lake
2006 - Dallas	2014 - Atlanta
2008 - Atlanta	

Convention Center Use

- Delta Center was used for general sessions; Salt Palace for exhibits and competitions, hotels for the leadership programs
- General/awards sessions, seating 15,000 with multimedia production
- Exhibit area for 125 10' x 10' booths
- Two exhibit halls for competition: 220 to 240 10' x 10' booths
- Five concurrent leadership academies, 1,200, 650, 400, 350, 300 people
- Ten meeting rooms for 200 classroom
- Fifteen meeting rooms for workshops for 100 theatre style
- Tabulation room with extra heavy use of electrical power for computers, telephone lines and Internet, 24 hour accessibility for one week
- Judge reception and lunch for 700 in the Center
- Eight company-sponsored meal functions in the Center

Off-site Venues and Events

- Day at Lagoon Theme Park, Temple Square and Park City tours

Air Lift and General Transportation Related Issues

- Mass departures created TSA lines circling the terminals at SLC
- TRAX supplemented DECA shuttles

Highlights of the Conference/Areas of Improvement

- Rebooked Salt Lake for 2012
- Linked 2002 Olympics and DECA's April 2002 event, Jamaican bobsledder was keynote speaker, Indian dances at opening session and tours to Park City.
- Some of the hotels used in 2002 were not the quality DECA expected; will be more selective for the 2012 conference; the need for double/double rooms limits choices
- Many of the room blocks have been slashed for the 2012 Salt Lake booking, which could require DECA to use more than 30 properties vs. 19 properties used in 2002
- The CVB's call for 1,000 business people to serve as judges was extremely successful Only Salt Lake and Denver responded to this call for volunteers in such a positive way
- Salt Lake is a very safe city

Downtown Rising – Natalie Gochnour, Carla Wiese, Bill Knowles & Jason Math

A presentation was made outlining the many downtown projects that are either in construction or on the drawing board. These projects represent unprecedented investment of more than \$2 billion resulting in new residential and office buildings, transit infrastructure, retail and entertainment spaces, including a new 2,500 seat state-of-the-art performance theater. Included in this investment is a 22-acre development currently under construction across from the Salt Palace which will have a profound positive impact on the visitor and resident experience. Within the City Creek Center development; there will be 100+ high-end retail stores anchored by Macy's and Nordstrom (slated to open in 2012); additionally there will be numerous many fine-dining restaurants. It will also provide new event spaces suitable for groups including a retractable roof area. All new construction is LEEDS Silver certified or better, and the entire development is being considered to receive the first ever LEEDS neighborhood certification. There has also been discussion regarding a new hotel being constructed within the convention district.

The Advisory Board recommended the following:

- Create widespread communication tools to ensure current and potential customers (meeting professionals) are aware of the projects' timelines and how they will enhance the visitor experience in Salt Lake
- Create front line training tools to ensure the public and hospitality industry service employees (cab drivers, hotel staff etc.) are fluent regarding the projects
- MPI WEC 2009 is an excellent opportunity to promote how the projects will add value to Salt Lake

MPI World Education Congress 2009

The Board was asked to discuss ways in which Salt Lake can deliver remarkable experiences for MPI WEC 2009 attendees; **the following outlines their feedback and recommendations:**

- The MPI video was shown; the Board gave the video two resounding thumbs up
- Film MPI actress (receptionist) interviewing MPI attendees in SLC baggage claim area and use during congress and online
- All MPI events should reflect Salt Lake's distinct brand assets and showcase the city's unique destinations and attractions
- Create PDA (Blackberry etc.) compatible tools to promote attendance and enhance on site participation (Twitter, attendee blogs, online daily conference newspaper to replace paper version etc.)
- Use Salt Lake's Olympic history to promote attendance and enhance the visitor experience
- Ensure that hotels are compliant with environmentally sustainable programs – no Greenwashing!
 - Use Outdoor Retailers CSR standards as a guide
 - Offer guests the option that towels and sheets be changed only on demand
 - Provide in room recycle container (and ensure that items are in fact recycled)
- Suggest hotels offer MPI guests the choice of having no (or limited) housekeeping services during their stay to reduce carbon footprint.
 - Hoteliers advised this would be in violation of their licensing agreements with management companies, will investigate other methods to reduce carbon footprint
- Hotels can offer loyalty points for CSR participation
- "Tschotche" free events – no useless giveaways!
- Create precise communication tools to target potential and existing customers
 - Handwritten welcome notes
- Use "slow" and locally produced foods
- Promote pre and post Utah experiences highlighting adventures in National and/or State Parks
- Develop pre and post WEC trips with personalized invitations to small groups (12 people or less) of buyers from similar vertical markets (i.e. financial planners, incentive, pharmaceutical, association etc.)
- Promote early morning "power walks" highlighting Salt Lake's downtown core; hosted by Olympic athletes
- Success of a pre WEC "Sundance Summit" is based on meeting content/speakers and development of a highly targeted planner list

- Closing night “Sundance at Gateway” evening was discussed and some members cautioned that not all Gateway restaurants are the quality needed to impress MPI attendees
- Positive reaction to use of TRAX to replace shuttle buses
- Ensure Salt Lake’s high dry desert climate and the need for continuous hydration is well communicated to attendees
- Offer Voluntourism projects for MPI attendees

Saturday, November 15, 2008

Environmental Sustainability (CSR) and Implications for Meeting Professionals/ Suppliers

The Board discussed CSR issues; the following outlines their comments and recommendations:

- All CSR activities must make good business sense; be simple and user friendly and be proven to work well in Salt Lake
- Lifecycle costs (full carbon impact) must be evaluated to ensure activities are not counterproductive; offsetting conspicuous overconsumption should not be the goal
- Lack of standardized evaluation criteria is problematic
- APEX Green Council activities will be shared with the Board after their December 2008 meeting; Scott Beck is a Committee member
- Food donations are a challenge at the Salt Palace, as the packaging and delivery to charities is inconsistent; third party provider is missing in Salt Lake. Steve Lundgren to investigate and lead greater involvement with Salt Lake Valley Lodging members to increase food donations
- Voluntourism projects create deep human connections; meeting professionals want user friendly volunteer solutions; turn key projects which they can easily incorporate into their meetings and events. Don’t make planners “reinvent the wheel”.
- Dan Hayes outlined the Salt Palace’s CRS activities which are primarily focused on reducing energy consumption and recycling
- The Board recommended the following issues be communicated on the Center and CVB’s websites:
 - Hotel and City CRS initiatives
 - How to participate as meeting professionals and visitors
 - Offer carbon footprint calculator and offset methods (establishes the destination as an environmental leader)
 - Baltimore, Seattle, Vancouver and Portland CVBs are effective in communicating this type of information
- Michelle Harris from Electric Drive outlined her organization’s CSR priorities which are now being used to evaluate vendors RFP responses:

○ Air Quality	○ Waste Minimization
○ Energy Conservation	○ Environmental Purchasing
○ Water Conservation	

Attendance Building Tools

The Board was asked to discuss effective attendance building tools; the following outlines their feedback and recommendations:

- Attendees are waiting for best deals before booking travel to a meeting
- Develop testimonials from young people to create more viral marketing content
- Create social networking options on CVB's landing page
- MPI video cited as very effective for some groups (but not appropriate for others)
- Provide weather history and forecast links
- Some groups want to use Olympic assets and iconic images to build attendance
- Do more to emphasize Salt Lake's diversity
- Gas cards for the "drive" market are very effective provided offer is highly targeted
- Value added offers are highly effective

Open Issues and Wrap Up

Longevity of service of CVB employees is a huge asset and competitive advantage for Salt Lake.

The Board was thanked for their commitment to the process of continuous improvement for Salt Lake. Their feedback is tremendously helpful; their candor and honest dialogue will be put to good use. A survey will be sent to all members regarding future meeting dates.

Salt Lake November 14 - 15, 2008 Recommendations and Action Items

- Create vertical market breakout sessions at future CAB meeting in which members can focus on issues specific to their market segments
- See Recommendation and Action Items on pages 6, 7 and 8 regarding Downtown Rising, MPI WEC 2009, Environmental Sustainability and Attendance Building Tools (**noted in blue font**)