***Salt Lake Customer Advisory Board***

***Recommendations and Action Items from April 2013 meeting***

* Develop custom calendar of events; share with planners well in advance of their event in time for sponsorship opportunities; include ability to customize geographic areas within Salt Lake; ensure custom capabilities are communicated to planners proactively
  + Services Department offers a customized microsite to most of our groups. A frequent aspect of the microsite is a link to SLC master calendar of events, Now Playing Utah, which allows groups to search activities and events by dates and times and geographic areas. There is currently a mechanism for a group to showcase our calendar of events tailored to their specific dates.
* Send list of Federal lawmakers and provide advocacy tools and templates to CAB members
  + See attached list of Federal Lawmakers as identify by CIC
* Send contact list of local hotel managers and template to CAB members to advocate hotel GMs for development of new headquarters hotel
  + Salt Lake hotel GMs are on board with plans to develop a HQ convention hotel. So providing CAB members with a list and template to voice their support is not required.
* Share Penny Pina’s Risk Management Plan with all CAB members
  + Penny advised she is unable to share their organizations plan