

**MINUTES OF THE
TOURISM TASK FORCE**

Monday, July 18, 2005 – 1:00 p.m. – Room W110 House Building

Members Present:

Sen. Scott K. Jenkins, Senate Chair
Rep. J. Stuart Adams, House Chair
Sen. Patrice Arent
Sen. D. Chris Buttars
Sen. Beverly Evans
Sen. Karen Hale
Rep. Sheryl L. Allen
Rep. DeMar "Bud" Bowman
Rep. Bradley T. Johnson
Rep. Karen W. Morgan
Rep. Ross I. Romero
Rep. LaWanna "Lou" Shurtliff
Rep. Peggy Wallace

Members Absent:

Rep. Steven R. Mascaro

Staff Present:

Mr. Arthur L. Hunsaker, Policy Analyst
Mr. James L. Wilson, Associate General Counsel
Ms. Glenda S. Whitney, Legislative Secretary

Note: A list of others present, copy of related materials, and an audio recording of the meeting can be found at www.le.utah.gov.

1. Task Force Business

Chair Jenkins called the meeting to order at 1:05 p.m.

MOTION: Rep. Bowman moved to approve the minutes of the June 13, 2005 meeting. The motion passed unanimously.

2. Cities and Tourism

Ms. Jodi Hoffman, Director, Legislative Affairs, introduced representatives of several Utah cities who would participate in a slide presentation on tourism and local government.

Mr. Myles Rademan, Director of Public Affairs, Park City, introduced the slide presentation "Tourism & Local Government" and explained that the Task Force would hear from local representatives on what is available in their cities that attracts tourism. Those who participated in the slide presentation were:

Mr. Dave Sakrison, Mayor, City of Moab
Ms. Alison McFarlane, Salt Lake City Corporation
Mr. Shawn Guzman, City Attorney, City of St. George
Mr. Jerry Rasmussen, Area Convention and Visitors Bureau, Saint George and Washington County
Mr. Rademan and Mr. Gary Hill, Budget Director, Park City (Distributed a DVD with Park City 2005-06 Annual Marketing Campaign)

Chair Jenkins asked Mr. Rademan to provide the Task Force with a copy of the slide presentation.

3. Tourism Presentation

Dr. Steve Burr, Director, IORT (Institute for Outdoor Recreation and Tourism), USU (Utah State University), distributed handouts "Institute for Outdoor Recreation and Tourism Pamphlet" and a copy of his slide presentation "Utah's Natural Resources-Based Tourism." He presented an overview on USU's Institute for outdoor recreation and tourism. He provided an understanding of the relationships between outdoor recreation and tourism; natural resources management; and community economic vitality. He noted that the success of tourism in Utah is dependent upon: 1) branding and marketing; and 2) communication and education to increase awareness of the importance of tourism to the state.

Ms. Mary Tullius, Director of the Division of Parks and Recreation, responded to questions from the Task Force and discussed closures of state parks, park fees, and profitable state parks.

Ms. Leigh Von Der Esch, Director, Utah Office of Tourism, responded to questions from the Task Force.

4. Outdoor Recreation Task Force - Report on Findings and Progress

Mr. Michael Deaver, Outdoor Recreation Task Force Chair, distributed a handout "Executive Order - Creating the Outdoor Recreation Economic Ecosystem Task Force" and a copy of his power point presentation "Outdoor Recreation Economic Ecosystem Task Force." He presented an overview on the task force's mission and plan of action.

Mr. Wilson raised a concern regarding the overlapping of committees and task forces studying the same tourism issues and the need for coordinate efforts in order to avoid unnecessary duplication.

Mr. Hunsaker distributed a handout from Ms. Von Der Esch, "Motion Picture Association of America, Inc. 2005 State-by-State Tax Incentives for the Film Industry."

Rep. Allen requested revisiting the issue of motion picture incentives for film industry to discuss what are the trends and to clarify the exemptions.

5. Public Comment

No comments.

6. Task Force Discussion

Chair Jenkins indicated that the next meeting of the Task Force is scheduled for Monday, September 19, 2005 at 1:00 p.m.

7. Other Items / Adjourn

Due to lack of a quorum, Chair Jenkins adjourned the meeting at 4:27 p.m. Sen. Buttars, Rep. Adams, Rep. Johnson, Rep. Morgan, and Rep. Shurtliff were absent for the vote.