

**MINUTES OF THE
TOURISM TASK FORCE**

Monday, September 19, 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. 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. Sheryl L. Allen
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

Rep. Adams called the meeting to order at 1:09 p.m. Rep. Allen was excused from attending the meeting.

MOTION: Sen. Buttars moved to approve the minutes of the July 18, 2005 meeting. The motion passed unanimously with Sen. Evans, Rep. Johnson, Rep. Morgan, and Rep. Shurtliff absent for the vote.

2. Utah Visitor Profile Study

Mr. Ed McWilliams, Ph.D., D.K. Shifflet and Associates, gave a power point presentation "Utah Visitor Profile 2004" and provided an overview of visitors to Utah and their travel behaviors. He explained the profile study, including its marketing model, key conclusions, and recommendations. A copy of the presentation was provided to staff and distributed to the Task Force.

3. County Expenditures of Transient Room and Tourism, Recreation, Cultural, and Convention Facilities Taxes (TRT and TRCC)

Mr. Brent Gardner, Executive Director, Utah Association of Counties, reviewed from an updated handout "Annual Utilization of Tourism Tax Revenues -2004" with modifications from the handout distributed in the mailing packet. He explained the county revenues and expenditures for the fiscal year 2004 related to tourism promotion and the building, operating, and maintaining of tourism, recreation, cultural, and convention facilities.

Mr. Shawn Thomas, Salt Lake County Auditor, and Mr. Lance Brown, Budget Director, Salt Lake Auditor's Office, identified expenditures in Salt Lake County from the category "other" of the handout regarding TRCC.

Mr. Wilson referred to Section 17-31-5.5 regarding the independent audit required to verify that transient room tax funds are used only as authorized and asked if that information might be forwarded to the Legislature for its review. He also asked if a similar provision might be appropriate for verifying and reporting the expenditure of TRCC funds.

Mr. Thomas suggested discussing the independent audit aspects of the TRT and TRCC within their groups and reporting back with their proposals.

Mr. Joel Racker, Utah Valley Convention and Visitors Bureau, said the convention and visitor's bureau receives a portion of TRT and TRCC revenues. He noted in the past there had been a tourism board that did give input into how the restaurant tax dollars were being used in the county. He said Utah County had an oversight board in place but he was not sure how actively the board is being used.

4. Representation of Public Land Agencies on the Board of Tourism Development

Mr. Wilson reviewed draft legislation, "Tourism Amendments" that was distributed in the mailing packet. He noted that the draft proposal, as one option, would increase the membership of the Board of Tourism Development by adding a nonvoting representative from the Division of Parks and Recreation.

5. RFP for Out-of-State Advertising, Marketing, and Branding Program; and Cooperative Marketing Program (S.B. 1002, 2005 First Special Session)

Ms. Leigh Von Der Esch, Managing Director, Governors Office of Tourism, distributed and presented an overview on the handouts "Utah Cooperative Marketing Program Guidelines As Approved: Friday, September 2, 2005" and "Utah Office of Tourism 2005-06 Cooperative Marketing Program." She explained that the mission of the Utah Cooperative Marketing Program is to leverage state and co-op partner funding to attract out-of-state visitors to increase tourism expenditures. She explained the program timeline, who may apply, and the process for the program.

Ms. Von Der Esch briefed the Task Force on the RFP process for the Cooperative Marketing Program. She reported on the advertising and branding tours the office is sponsoring throughout the state.

6. Task Force Discussion

Chair Adams indicated that the next meeting of the task force was scheduled for Monday, October 3, 2005 at 10:00 a.m. and October 17, 2005 at 1:00 p.m. If an additional meeting is needed, the chairs have tentatively scheduled it for the morning of October 31, 2005.

7. Adjourn

MOTION: Rep. Bowman moved to adjourn the meeting. The motion passed unanimously with Sen. Arent, Sen. Butters, and Sen. Evans absent for the vote. Chair Adams adjourned the meeting at 3:38 p.m.