

The following Members have completed their terms and where thanked for their service:

- Nelson Fabian
- Susan Katz
- Lori Ionntiu
- Kate Hurst

Open Issues

- Deregulation of taxi service has created confusion, DMO is working aggressively to address this issue
- UberX and Super Shuttle now operating in Salt Lake
- Hot meeting destinations must have a headquarter hotel attached to the Center and include:

**Austin *Houston *San Antonio*
**Indianapolis*
**Baltimore *Nashville*



Wrap Up

The Board was thanked for their commitment to the process of continuous improvement for Salt Lake. Their feedback is tremendously helpful; their recommendations and comments will be put to good use.

Recommendations and Actions Items are found below

**Recommendations and Action Items from the May 2015 meeting
Salt Lake Perception & Image**

- While exhibiting at industry show, (ASAE, PCMA, IMEX etc.) consider utilizing some or all of the methods used by international exhibitors including interactive hard wall booth with food & beverage experiences, entertainment and education in the booth space
- Move away from ski images, share metropolitan, cosmopolitan images
- Focus on content, “not the mountains” in meeting related market materials
- Take into account that inclusivity and neutrality is very important for many organizations, especially STEM (science, technology, engineering, and mathematics) groups
- Consider the effectiveness of the Canada Tourism Commission’s sales model that sells Canada first and the destinations second; are there lessons for Salt Lake?
- Share more widely The Mayor’s strong leadership on sustainability; this is major selling point
- Highlight ability to access local intellectual capital as a unique selling proposition
- Keep message simple and clear (Vegas Means Business was cited as highly effective)
- Identify brand champions and bloggers to curate authentic experiences
- Create an Advisory Board curated Salt Lake cocktail; use as an ongoing marketing tool; bring a hipster bartender to industry events to mix and serve cocktails
- Don’t disown the past, need to embrace the positive
- Capitalize more on LDS based tenant of “welcoming”
- Share successful attendance numbers with meeting professionals and boards and provide cost benefit analysis
- Consider focusing on highly personalized understanding of key issues impacting the customer; go far beyond dates, rates and space
- Consider more consumer advertising (Conde Nast, Travel & Leisure etc.) to garner attention of decision makers but cost is very high; Visit Salt lake is aggressive regarding earner media i.e. recent Economist article
- Capitalize more on the Sundance Film Festival is THE original festival; many groups are linking their shows to festivals such as SXSW <http://sxsw.com>
- Highlight positive changes in hotel products, especially modern public space (i.e. major brands new hotel lobby and public space redesign)
- Promote Salt Lake’s very cohesive hospitality community
- Promote SMG’s very strong positive reputation
- Change images on sample title slide, move away from outdoor recreation to metropolitan images