

Governor's Rural Partnership Board
Tuesday, September 17, 2013
11:30 am – 1:30 pm
Alumni Room, Student Union Center
USU of Eastern Utah, Price

Minutes

In Attendance: Board Members

Lt. Gov. Greg Bell, Co-Chair
Spencer Cox, Co-Chair
Brian Higginbotham, USU Extension
Carl Albrecht, Rural Utilities
Gil Miller, Utah League of Cities & Towns
Linda Gillmor, Millard County, E.D.
Mike Angus, Oil Gas & Mining
Mike McCandless,
Commissioner Rick Blackwell, Piute County
Tammie Lucero, Uintah County E.D
Wes Curtis, So. Utah University

Governor's Office Staff

Governor Herbert
Derek Miller, Chief of Staff
Mike Mower, Gov's Office
Eric Ellis, Lt. Gov. Office
Mitchell Cox, GOED Gov Fellow
Mark Thomas, Lt. Gov's Office

GOED Office Staff:

Spencer Eccles, Director GOED
Sophia DiCaro, Deputy Director
Chris Conabee, Managing Director
Brad Petersen, GOED Outdoor Rec. Mgr
Cameron Findlay, PTAC – Cedar City

Staff:

Delynn Fielding, Rural Director
Dan Royal, Rural Analyst
Jake Hardman, Rural Outreach

Others:

Brad Baird, EDCUtah
Brennan Wood, Cedar Cty/Iron County
Brent Boswell, Nephi, Juab County
Debrah Hatt, SE Utah AOG
Irene Hansen, Duchesne County E.D.
Jody Gale, USU Extension
Ken Davey, Moab City/Grand County E.D
Kevin Christensen, Sanpete County E.D.
DeRae Fillmore, Wayne County
Lynette Robinson, CUCC City
Malcolm Nash, Sevier County
Michelle Coleman, Wayne County
Mitch Zundel, Box Elder County
Scott Albrecht, Beaver County
Todd Thorne, 6 County AOG
Jamie Welch Jaro, USDA Rural Dvlpmnt
Gary Mason, Sevier County
Forest Turner & Lela Ries, DWS
Vicki Varella, GOED/Tourism Mng Director
Gael Duffy Hill, UOT
Mike Taylor, UOT Board
Lance Syrett, UOT Board – Ruby's Inn
Joel Racker, UOT Board
Nathan Rafferty, UOT Board
Kathy Hanna Smith, UOT Board
Nycole Durfey, Wayne Cnty Tourism Director
Nan Anderson, Tourism Industry Coalition
Mike Medley, Snow College
Paul Rogers, USU
Newell Harward, Wayne County Commissioner
Gordon Topham, Sevier County Commissioner
Tooter Ogden, Sevier County Commissioner
Lindsey Hansen, Sevier County/4th Grade
Fred Hayes, Utah State Parks

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1. **Welcome and Introductions:** Lt. Governor Bell, welcomed everyone to the meeting, also welcoming distinguished guests – Governor Gary Herbert, Governor's Chief of Staff Derek Miller, Deputy Chief of Staff Mike Mower, also Nancy Bloomquist and her 4th Grade Class from Monroe Elementary School; and members of the Utah Rural Tourism Board; the Governor's Rural Partnership Board members; and the new Rural team – Delynn Fielding, Director of Rural Programs, Dan Royal, Rural Incentives Analyst, and Jake Hardman, Rural Outreach Coordinator who is located in Cedar City.
 2. **Approval of Minutes:** Motion to approve the minutes of the August 7th meeting as written was made, and seconded. Motion passed unanimously without corrections.
 3. **Greetings by Governor Herbert:** Governor Herbert expressed appreciation for everyone's participation in the meeting, and noted the uniqueness of having the Tourism Board join the meeting, whose goals often overlap with those of the GRPB. He appreciates the efforts that are being made to ensure that Rural Utah is healthy – economically, socially and in every way – in all 29 counties; not just on the Wasatch front

4. **Legislative Update:** The Governor also acknowledged Mrs. Blomquist's 4th Grade Class from Monroe Elementary in attendance to help answer a question he had when he was in the 4th grade – "Why is the State Tree of Utah called the Colorado Blue Spruce?" In 1933 we wanted to have a State tree. The Colorado Blue Spruce was proposed, and the Legislature approved it. A few years later, Colorado also adopted the Colorado Blue Spruce as their State tree. The Governor now feels it is time that Utah has its own tree.

The 4th Grade Monroe Elementary School students and Representative Spencer Cox, Sevier County Commissioner Gordon Topham, and a member of the Tourism Board have discussed making a change to adopt a different tree for our State Tree and have made a proposal. The Governor invited Representative Cox to make their presentation.

While on a family reunion trip to Salt Lake, Rep. Cox and his family toured the capitol, where a guide talked to the children about the State bird, flower and other symbols, and mentioned the Colorado Blue Spruce was the State tree. The children felt it was not fitting that Utah's State Tree be named after Colorado, and felt it should be changed. In talking with his children later about the importance of trees, they resumed the discussion of what they thought would be an acceptable State Tree. The Quaking Aspen Tree, which is very important to our mountains and is historical especially in rural Utah, was discussed. Rep. Cox asked Commissioner Topham to continue the presentation.

Commissioner Topham related the State emblems were discussed when he was in elementary school, and he was also troubled about the "Colorado" Blue Spruce being the Utah State Tree. When in college, he studied trees; and learned the Quaking Aspen covers most of Utah, and shades about 20% of the State. He still has thought over the years, that the Utah State Tree should a Utah tree, but nothing had ever been done about it. A few weeks ago in Piute County, he approached Mike Mower and Spencer Cox and suggested doing something to make a change.

When approached, the Governor became very excited about the proposal, but felt more people needed to be involved. Commissioner Topham called Mrs. Bloomquist and asked for her assistance. Mrs. Bloomquist's class then proceeded to make a presentation to the Board. Governor Herbert thanked Mrs. Bloomquist and her class for the presentation, and announced due to the efforts of Mike Mower and many other individuals in Rural Utah, we will begin the process of getting a bill prepared for the Legislature to vote on to assign the Quaking Aspen as the State Tree.

5. **Office of Outdoor Recreation Update:** Lt. Governor Bell mentioned Utah is the only State that has a specific office designated for Outdoor Recreation. Brad Petersen reported the Governor's trips around the country has generated interest in Outdoor Recreation across the country; they are seeking to build on the energy created. He explained this new Office exists because of the natural assets we have. The Outdoor Industry Association generates about \$20-billion annually. In 2012, Utah had about \$12.4-billion in tourism. The vast majority came through outdoor recreation, with \$5.6-billion coming from outdoor recreation-related business and industry which continues to grow. The Office of Outdoor Recreation partners with the Office of Tourism and with the counties, to continue this growth.

Last January, the Governor presented a 59-page Outdoor Recreation Vision identifying four components that will drive the majority of activity in Utah over the next several months.

- **First:** is to partner with counties to continue developing any outdoor recreation infrastructure, and partner with the Rural team, to identify their economic priorities and continue to develop any outdoor initiatives.
- **Second:** is to continue working with GOED business outreach services, much of which is along the Wasatch Front, to bring more businesses in, which will result in bringing more jobs to Utah in the products industry.
- **Third:** continue the outreach services with the services industry – river and guide services; also work through an incubator to make sure funding and policies are in place to help them grow.
- **Fourth:** is to promote Utah's natural beauty and help tourism to grow. This is broken down in three parts:
 - 1): Partner with the Office of Tourism and collaborate in their out-of-state marketing.
 - 2): Interstate marketing: make sure as we develop interstate infrastructure in all the counties that we have a marketing plan that goes along with the greater Utah plan, so all plans work together to promote Utah.
 - 3): Mak sure Utah's initiative not only promotes to outsiders, but also within. We want more Utahans to recreate outdoors.

The list of Stakeholders associated with the Office of Outdoor Recreation is massive – everyone from County Commissioners and Economic Development Professionals, the Outdoor Industry and Presidents and CEOs of the industry companies, river and guide companies, also Public Land Managers and user groups. So far he has seen a large amount of misinformation. Bringing these groups together and making sure everyone has the right

information is already proving to be fruitful. We could act as a clearing house for information to make sure everyone is on the same page. We could also communicate information through outdoor.utah.gov. An Advisory Committee and an Executive Committee will be formed to help disperse information. The two key partners in this initiative are the Counties, who have the recreation infrastructure and assets, and the Office of Tourism, who will work with the counties to make recreation marketing plans are in place, and enhance our quality of life and economic vibrancy through balanced land management plans and policies by participating in creating solutions and policies that strike a balance.

6. **GOED Update:** Spencer Eccles expressed appreciation for Brad and his commitment to the Outdoor Recreation program. He mentioned one key competitive advantage that Utah has is our collaborative effort and our connectivity. Our advantage comes from 4 main points: 1.) We have an incredible team; 2.) We're committed, particularly to Rural Utah; 3.) We have a 2-part component economic development plan for rural Utah that we have already begun executing; 4.) We're developing a strategy to move forward; and an interaction with the counties and people in the rural areas. Success in growing and protecting a way of life; and revitalizing activities in rural Utah depends on our partnership with the rural community and a number of State agencies that work in rural Utah. A lot of companies are aware of Utah and are actively interested in expanding or relocating their business in Utah – many in urban areas, but not all. The Governor gave a charge about 650 days ago to accelerate the creation of 100,000 jobs in 1,000 days. We are now at approximately 72,300 jobs in about 650 days, and our unemployment rate is around 4.6%, and the growth rate last month was 3.5%. This is due in large measure to the private sector, and we facilitate on the edges. When this goal was set by the Governor in the beginning of 2010, it was a little daunting. It is great to see that Utah is leading the nation as the best performing economy and are working to be recognized as the premier global business destination.
7. **GOED Rural Staff Introduction:** Chris Conabee reported on background and reasons for the recent change made to the Rural program from two persons to a three person team, and spoke of the responsibilities for each member of the new team. A hiring committee of Rural Utah economic development people and County Commissioners was set up to select the top three candidates, from which the people to fill the positions was selected. Chris feels we are now on the right track – the goal was not to talk about programs; the goal was to talk about needs, and for individual counties to task us to help with their priorities and needs.
8. **Office of Rural Development Report:** Delynn Fielding distributed a 3-page hand-out to attendees showing areas where they have not yet visited, but will within the next few weeks, along with Jake's job description and calendar. Delynn pointed out the page with the table showing priorities, date received, and what is the next action needed. They have identified 10 Counties' priorities – some of which will be easier than others. It was determined the first need for Juab County is water, the second need is water, and the third need is water. For each County, they are looking for the number one priority, and two and three, so that they can see the context, and what they need to be doing. On the bottom of the table sheet is a list of training type of things they will be putting in place in the next months. First (which they didn't have anything to do with) is the PTAC Symposium, held at the South Towne Expo Center on October 22nd. Rural needs to know about this because government contracting is needed to grow the size of our respective economic pie. Next on the list importing/exporting which comes from outside the country, grows our economy directly. These will be set up on video conferencing through EdNet and Workforce Services to help cut down on travel costs. In response to many requests, the first training will be Incentive Training; followed by a Webinar through Executive Pulse on BEAR. EDCU will have an Orientation in the next couple of months, for those that need help with this.
9. **Rural Outreach Calendar:** Jake Hardman's favorite part of his job is traveling to rural Utah to visit 25 of our 29 counties, and hitting the other 4 on his way. He loves being able to see every tiny corner of the entire state. Going over his calendar he noted he has spent a lot of time in southern Utah and with the 6-County AOG, and also has visited all five counties in the 5-County AOG last week. Starting next week, he will go to Richfield, then head North to visit Summit and Wasatch Counties, then north to the Uintah Basin and Daggett County, to Juab County, then to the Bear River AOG, to Randolph, then to Rich County, then to Cache County, then to the Economic Summit in Box Elder County, then back to Salt Lake, then to Uintah and Duchesne Counties. Next he will head to Southeastern Utah, and make sure he visits Carbon and Emery, San Juan and Grand Counties. After that they will make sure to have preliminary visits with every county in the State to work on priorities and expectations.
10. **Rural Programs Report:** Dan Royal presented an outline presentation to show what they are doing to help companies achieve their goals in.

- 1) Dan's role is to keep track of grants. They work with DWS as well as the Tax Commission to determine what impact the grants have had. The DWS will try to determine how many jobs were created by the company receiving the grant; the Tax Commission will determine impact of those jobs tax-wise. This will basically be used to demonstrate to the Legislature the impact these grants had from 2012 to 2013 with the increase of grants given. With this information we can show the benefit of the grants and get more Legislators on Board with what we are doing.
- 2) There are Webinars and other Symposiums and Summits for Outreach and Education. The PTAC Symposium and the International Summit are coming up. These opportunities help companies and economic development counselors to know what is happening and how to take advantage of resources in the State, and how to leverage partnerships. We have a lot of partners in the State – the Outdoor Recreation, Office of Tourism, PTAC, International Trade & Diplomacy Office, World Trade Center, DWS, U.S. SBA, SBDC, Department of Commerce, to name a few. In order to leverage them, we need to know that they exist and understand how to take advantage of these resources.
 - A Newsletter will be created. The purpose of the newsletter is for companies and others know what is going on other parts of the state. As an example ECU will have an article that has something to do with rural; or as Jake does his travels he might find a company that is doing great things we can highlight.
- 3) Software – While visiting the different cities and counties, we can ask about their main priorities; it means nothing if we get their priorities and do nothing with the information. With the software, we can prioritize the tasks involved as well as keep track of what's happening. Also this software can keep track of companies who have applied for incentive grants. Milestones and goals can be put in this software to keep track of every aspect of the projects.
- 4) If you have been on the website recently, you will notice a lot of open links, outdated applications, and outdated data. Our goal the next few weeks is to update the information, so when we go to get a FastTrack application for a company, it will be the correct one and have all the right contact information and data.

11. **Tourism Report:** Vicki Varela reported she has now been the Director of Tourism for 9 months. She really appreciates the great tourism partners and great Board members who are deeply passionate about their jobs, and moving their agenda forward – which as the Governor and Legislature has charged them, is to increase tourism spending in Utah.

In a press release today will reflect the 2012 numbers – \$7.4-billion came into Utah's economy from June 2011 through June of 2012 through traveler spending that trickles down to all parts of the State's budget. From that, \$1.3-billion came from the Ski industry, with \$1.1-billion coming from out-of-state visitors. 23.5-million travelers and tours came through the State last year. That is spending money in restaurants and in hotels. The total revenues generated in state and local tax revenue was about \$960-million. There were 6.5 million visits to the "Mighty Five" National Parks – which can be credited to a great new campaign launched this year that highlights that Utah is the only place in the world that you can see these spectacular national parks.

In the past, our summer tourism campaign was beautiful, but a lot like other western states. This year the campaign really narrowed down to the "Mighty Five" National Parks, which is our hook to get people here. Once we get them to our website then they also end up going to one of our 33 State Parks, and find that places like Dead Horse Point is just as beautiful as Arches and surrounding areas. The "Mighty Five" campaign has really been instrumental in capturing people's attention, and making them realize Utah is a very unique experience. About 120,000 jobs added statewide in our local areas. Although some people comment these are low-paying jobs they are many times first jobs where many times kids learn the basic principles of how to be a good employee; and many grow into leadership roles in those jobs. Information from the U.S. Travel Association shows that 2 in 5 jobs in tourism earn more than \$100,000/year. Tourism is a big part of employment in many counties – 29.3% in Wayne County; 15% in Piute County; 10.6% In Sevier; 8.3% in Juab; 7.9% in Millard; 7.5% in Sanpete. They always work with local economic development leaders and destination marketing leaders to figure out ways to add employees to local payrolls.

One charge Vicki was given when she was hired was to create an integrated local brand for the State. Tourists actually know the brand of "Utah Life Elevated" more than many Utahans do, because the "Life Elevated" brand was established in 2006 by the Tourism Office as a way to market Utah to out-of-state travelers. The message is basically that in our Utah culture, you can have a transcending experience and that somehow your life is elevated and improved in ways that will have long-term value for you. That message has been put out far and wide to the tourism community for many years. There's been a lot of feedback over the years, from tourists that spend time here. The biggest surprise is how much our tourists love our brand. It captures their experience here in a way that really works for them. Some research has been done with an image study with about 1300 tourists and 120 business leaders on the "Life Elevated" brand. The tourists love it because it speaks positively

to them about their experiences here; business leaders also responded positively. She feels the brand has a lot of potential. Nate Rafferty, Vice Chair and President of the Utah Ski Association shared his view that the greatest strength in our tourism industry is the collaboration between private industry and the State Office of Tourism and others.

Vicki also discussed the Tourism Marketing Performance Fund (TMPF), which is a tool to help counties stretch their resources. It was established by the Legislature in 2005 to be spent on out-of-state tourism marketing strategies, to draw out-of-state tourists to local areas. About \$2.4 million is awarded each year. She gave a brief summary of where the TMPF funding has gone the last few years, noting that Millard is one of the only counties that hasn't received TMPF funds. A couple of months ago, she launched a new Regional Media Strategy on in-state tourism recruiting. The goal is to let Utahans and people in surrounding states know about Utah's hidden treasures and secret destinations. Rebecca Katz in the Tourism Office is organizing this effort and would love to hear your ideas. Also this year, they launched a KSL partnership, which is a reiteration of a program that was done before, where the counties' local dollars will be matched one-to-one so they can advertise local events, etc. on KSL.

Vicki also announced that Gael Hill, who is over the Scenic Byways, has been given an expanded assignment in the Welcome Centers to take the Welcome Centers to the next level, since this is the first experience people have in coming in to the State. The Centers will now have some technology to keep track of the people who visit the centers, and continue to communicate with them about the experience they had on their visit to Utah.

12. **Other Business and Adjournment:** Spencer Cox thanked everyone for coming to the meeting.

Action: Carl Albrecht made motion to propose a resolution to be memorialized in the minutes as follows:

To express our thanks and appreciation to Lt. Governor Bell for his leadership as Co-Chair of the Governor's Rural Partnership Board and his exemplary public service to the great State of Utah. For his untiring concerns and support of Rural Utah and their values, the Governor's Rural Partnership Board wishes him, his wife, and family the best in his future endeavors. Respectfully and with great appreciation, the Governor's Rural Partnership Board.

The motion was seconded by all Board members. All were in favor, and followed with a round of applause.

Lt. Governor Bell thanked everyone for the tribute; and thanked Governor Herbert and Mrs. Bloomquist and the Monroe Elementary School 4th Grade for attending the meeting. He also announced he and the Governor are on their way to a Middle School to kick-off the initiative to promote the Gettysburg Address and the 150th anniversary of a parade by Abraham Lincoln on November 19th, Constitution Day. All the State Schools should memorize the Gettysburg Address by November 19th. There will then be presentations in all the schools.

Action: The meeting was adjourned.

13. **Next Meeting:** The next meeting is scheduled at 9:30 a.m., Monday, November 18th, in GOED's Canyonland Conference room at 60 East South Temple, 3rd floor. A light lunch will be served following the meeting.

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