

**MINUTES OF THE  
OLYMPIC COORDINATION COMMITTEE**  
October 17, 2000 - 10:00 a.m. - Room 405 - State Capitol

**Members Present:**

Sen. L. Alma Mansell, Co-Chair  
Rep. David Ure, Co-Chair  
Sen. Karen Hale  
Sen. Paula F. Julander  
Sen. John L. Valentine  
Rep. Perry L. Buckner  
Rep. David L. Gladwell  
Rep. Neal B. Hendrickson  
Rep. A. Lamont Tyler  
Rep. David Ure

**Members Absent:**

Sen. Beverly Evans  
Rep. Duane Bourdeaux

**Members Excused:**

Rep. Jordan Tanner

**Staff Present:**

Mr. Brian Allred,  
Research Analyst  
Ms. Janetha Hancock,  
Associate General Counsel  
Ms. Wendy Bangerter,  
Legislative Secretary

**Note:** A list of others present and a copy of materials distributed in the meeting are on file in the Office of Legislative Research and General Counsel.

**1. Call to Order** - Sen. Mansell called the meeting to order at 10:24 a.m.

**MOTION:** Rep. Hendrickson moved to approve the minutes of August 21, 2000. The motion passed unanimously.

**2. Department of Community and Economic Development (DCED) Use of Funds Appropriated From the Olympic Special Revenue Fund-** Brian Allred gave an update of the Olympic funding and expenditures. He noted that the appropriation to DCED of \$1.9 million over the last two years came from the Olympic Special revenue Fund gathered between 1990-1999 from 1/64th percent sales tax from the state and local entities. From that fund, \$59 million was used to build the Olympic Park and other facilities. He stated that there were some excess collections that were returned to the local governments and Utah's portion has accumulated in the fund part of which has been appropriated to fund the Division of Travel Development and the Division of Economic Development. He also noted that, by statute, those divisions were to report to the Olympic Coordination Committee before October 31, 2000. He stated that in the 1999 General Session, \$400,000 was given to the Business & Economic Development and \$500,000 was given to Travel Development. In the 2000 General Session, \$500,000 was given to each of them. In addition, the department received \$1.6 million general fund monies to be used to take advantage of opportunities associated with the Olympics. He added that \$166,000 remains in the Olympic Special Revenue Fund and is currently uncommitted.

Mr. Lane Beattie, State Olympic Officer, expressed his enthusiasm for and his impressions of the Sydney Australia Olympic games. He told of some of the displays and events that were

shown to host economic development people and others that came to see the games so they would know what Sydney, Australia has to market around the world. He stated that his current concern is that Utah has not put enough focus on showing the world what Utah has to offer economically and technologically. He emphasized that Utah's existing companies could benefit from this kind of exposure. He recommended that the legislature do something to allow legislators to take some time off during the session to visit the Olympic events, to help host the people, and show the state's economic development. He stated that the Salt Lake games will be about 1/3 the size of the summer games in Sydney, but that if the legislators want to attend, they should order they tickets soon. He stated that money put into the games will return to the state through economic growth and we need to market who we are to the world. He said that the Olympic office has reviewed the budget and will be more confident of the numbers when they are reported in November.

### **3. Report from State Agencies Attending the Sydney Olympic Games**

**Department of Community and Economic Development** - Ms. Leigh Von der Esch, Utah Film Co. stated she went to Sydney to find out what it would take to make a first class visual event when the Olympics come to Utah. She went to find out how much of Utah's resources could be utilized. She noted that in Sydney, local film crews were hired and special needs of the film makers and broadcasters were given attention. She said that this Olympic billboard gives Utah the opportunity to show the world what we have to offer. She said that an atmosphere of graciousness, good hospitality, enthusiasm and pride was created in Sydney, which came from the citizens and that Utah needs to be more creative and collaborate more with families and citizens to create that enthusiasm. She suggested holding public meetings and spending time in the schools with the athletes so that people know where they fit into the events.

Ms. Gina Stucki, Asst. Director, Travel Council, spoke of the "bigger-than-we-think" event that is coming with the games. She stated that Sydney is looking at an increase in visitation in the future because of the exposure visitors had to other services and events unique to Sydney that exist outside of the Olympic games. She said that tourism was encouraged through discounts and other packages.

Mr. Richard Mayfield, Director, Division of Business and Economic Development stated that the number one driver for economic development is what the people feel when they visit Salt Lake City. He noted that they have not spent all the funds available to them, knowing the need will be greater closer to the games. He demonstrated through a power-point presentation, some marketing strategies to take advantage of the opportunities to market Salt Lake City and Utah to the visiting worldwide corporations and government dignitaries. He noted that there is as great, if not greater opportunity before the games begin as there is following them. He reviewed hosting opportunities and what can be done to build relationships and promote Utah by entertaining targeted people. Other partnering opportunities are with businesses, local governments, civic

groups, and professionals. He explained that The Devereaux House will be the hosting facility where clients can be taken beginning in 2001 to media and information centers. He distributed budget information and stated they are looking for additional funding. He said that the torch relay helped to change the community spirit in Sydney and more citizens became involved, so they will be using pre-Olympic events to host and create enthusiasm. He stated their challenge is to have 3000 businesses visit Utah prior to the games.

Mr. Dean Reeder, Director, Division of Travel Development, reviewed some advantages and disadvantages of hosting the games. He recommended that Utah insist on being given credit for advertising uses that are already being made. He stated that advertising turned people from being skeptics about hosting the games in Sydney. He reviewed how much revenue is brought into the state from out-of-state visitors. He noted that the state has, in the past, provided the highest percent of contribution to the games and noted that Utahns have contributed enough to be named official sponsors. He demonstrated several advertising spots that were created to encourage visitation to Utah before, during and after the games, which used their full budget. He reviewed plans to attain funding for the future and expressed appreciation for the funding that came from the Olympic Special Fund. He noted their 5-point hospitality training plan to involve citizens and to sharpen their hospitality skills.

**Department of Transportation** - Mr. Andrew Gemperline, Olympic Traffic Coordinator, reviewed the observations they made in Sydney regarding roads and highways, signs, traffic, and travel demand strategies. He expressed his confidence for Utah's current traffic system and do not plan to change it. He reviewed how variable message signs were used to direct traffic to and from the venues. He reviewed plans for transit and signage for the Utah Games and the messages they plan to get out to the public to help the transportation work better in the communities. He said that Sydney experienced 10-12 percent reduction in local traffic and noted that Utah citizens need to plan to car pool or park and ride to events.

**Department of Health** - Mr. Scott Williams, Deputy Director, Department of Health, reviewed their chief focuses and challenges during the Olympic games, such as providing ambulance services without depleting the services to the community, and the regulatory function of inspecting food and water. They found, as they visited Sydney, that they need to adequately plan and provide for the demand before the games, as well as during; and that they need to more adequately provide for local public services. He explained that they will also do disease surveillance. They will be working closely with the FBI and other law enforcement groups and will involve public health in meeting those needs. Mr. Williams noted the need to update bio-terrorism legislation in the upcoming General Session as well as giving pretravel health instruction.

**4. Utah Olympic Public Safety Command (UOPSC) Plan and Budget** - Mr. Craig Dearden distributed the UOPSC quarterly report. He stated that their plans for public safety are about 75 percent complete as they continue to refine numbers for security personnel. He reported that the first command center training will take place in March 2001 and a conference will be held in December to discuss Olympic security. He noted that 70 other training sessions are planned to be held before the games. He reported that it will cost approximately \$28 million to cover public safety for the games, which they cannot cover on their existing budget. He said they are trying to reduce costs by working with the federal government for equipment and man power. He reviewed some of the lessons they learned in Sydney, stating that most of their crew worked as deputy venue commanders. It was noted that they had eight to ten bomb and other kind of threats each day. He stated their commitment to give the games the level of security they need.

**5. Adjourn**

Sen. Mansell announced the next meeting, which will be held November 20, 2000, at 1:00 p.m.

**MOTION:** Sen. Valentine moved to adjourn the meeting. The motion passed unanimously. The meeting was adjourned at 12:37 p.m.