

**MINUTES OF THE
ECONOMIC DEVELOPMENT AND HUMAN RESOURCES
APPROPRIATIONS SUBCOMMITTEE**

ROOM 225 STATE CAPITOL BUILDING

February 6, 1998

- Members Present:** Sen. Steve Poulton, Co-Chairman
Rep. Keele Johnson, Co-Chairman
Sen. Blaze D. Wharton
Rep. Trisha Beck
Rep. Kevin S. Garn
Rep. J. W. (Bill) Hickman
Rep. Jack A. Seitz
Rep. Glenn L. Way
- Members Excused:** Rep. David M. Jones
- Staff Present:** Stan Eckersley, Fiscal Analyst
Kathryn Judd, Committee Secretary
- Others Present:** David Winder, Director DCED
Laurie Harvey, DCED
Mark Renda, GOPB
Dean Reeder, Director, Travel Development
- Visitors List:** Visitors List available at House of Representatives

Chairman Steven Poulton called the meeting to order at 2:15 p.m.

Approval of the Minutes: Rep. Seitz made a motion to approve the minutes of February 6, 1998. The motion carried unanimously.

DCED Administration

Stan Eckersley reviewed the overall budget and previous intent language. He reported the lease is up on DCED's main location. A recommendation of \$56,000 in on-going General Fund for a rent increase on the current best option and \$70,000 in one-time General Fund for moving expenses was made.

David Winder, Executive Director, gave an overview of Administration and the current status of the headquarters' rental situation. He stated the Department is in compliance with last session's intent language.

Travel Development

Mr. Eckersley reviewed the budgets and the previous Legislative intent language regarding Utah's Welcome Centers. He recommended the Division examine the viability of the travel regions as regions have changed over the years.

The Committee and Division discussed the Travel Development budget in comparison to the budget of other Western States, tax based State Travel funding in other states, and the Utah taxes (transient room tax, restaurant tax, and rental car tax) designated to travel, but allocated to the counties in Utah. Members of the Committee voiced their concerns about effectiveness and the coordination between State and Counties. Tourism partnerships with the private sector were also discussed. The personnel and postage budgets were assessed.

Curt Green, Chairman, Utah Travel Council, explained the role of the Council in advising the Division. He reviewed Travel Development Programs and concerns.

Dean Reeder, Director, gave a rundown of the Division activities, the growth in tourism, and highlighted the mission and plan. He displayed their publications and media services and stated the value of State funding to aid the Division in competing for the tourist dollar.

Concerns were expressed about the current condition of the State's Welcome Centers and what it will take for improvement. The cooperative agreement in these centers with UDOT and private enterprise involvement in other states' welcome centers were discussed.

Chairman Poulton asked the Analyst to request that UDOT come before the Committee with regard to the Welcome Centers.

Rep. Hickman stated the Division has to understand we are not being critical of their creativity. We are all working toward one single goal to increase tourism and enhance the economy of the State and we want the best return on our investment. It is our duty as a Committee to make certain each Division is as efficient as possible.

Britt Mathwick, The Homestead and Utah Lodging and Hotel Association; Brian Cambria, Lewis Brothers Stages; Kathy Hanna, Castle Country Travel Region; Mark Menlove, Utah Ski Association spoke for the Division, explained cooperation between the State Division and their entities, and urged additional funding for the Division.

Chairman Poulton reemphasized the Committee's role to listen to the people and control the growth of government. All Division budgets should be scrutinized to see that they are best serving the needs of the people of the State.

Rep. Way made a motion to adjourn. The motion carried.

The meeting adjourned at 4:20 p.m.