

**MINUTES OF THE
NCSL PLANNING COMMITTEE**

May 20, 2003 – 4:00 p.m. – Room 303 State Capitol

Members Present:

Sen. Peter C. Knudson, Co-Chair
Sen. Gene Davis
Sen. Dan R. Eastman
Sen. Paula F. Julander
Sen. Carlene W. Walker
Rep. Marda Dillree
Rep. Wayne A. Harper
Rep. David L. Hogue
Rep. Carol Spackman Moss
Rep. Merlynn T. Newbold

Members Absent:

Rep. Greg J. Curtis, Co-Chair
Rep. Brent H. Goodfellow
Rep. Ty McCartney
Rep. Roz McGee
Rep. LaWanna Shurtliff

Staff Present:

Mr. Michael E. Christensen, Director
Ms. Beverlee LeCheminant, Secretary

Note: A list of others present and a copy of materials can be found at <http://www.image.le.state.ut.us/imaging/history.asp> or by contacting the Office of Legislative Research and General Counsel.

1. Committee Business

Chair Knudson called the meeting to order at 4:10 p.m.

MOTION: Sen. Julander moved to approve the minutes of the April 28, 2003 meeting.

2. Reports from Subcommittees

Promotional Booth in San Francisco – Sen. Walker inquired about the status of the RFPs. She said the subcommittee had held a meeting with Tina Lewis at DCED, Division of Community and Economic Development, which was extremely helpful. DCED has an international trade mission booth display which is 10' wide and 8' tall and can be placed on the table. She said this display will be an important part of Utah's booth. The display has pillars 2' by 8' with velcro pictures 2' by 2'. Each 2' square picture costs \$50 to develop. Several existing pictures are available which we can pick and choose. Sen. Walker suggested purchasing at least one new piece which would advertise NCSL in Salt Lake in 2004.

Sen. Walker discussed a theme for the conference of "Utah! Where Ideas Connect." She showed a picture cube at a cost of \$2.50 each which could be used for prizes. She said DCED would sell literature and materials at their cost. A looped video would be used at the booth from the Utah Film Commission.

Rep. Hogue asked why the Legislature should pay again for anything that is used for economic

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development. Sen. Walker said that DCED would work with the committee.

Several potential gift items were shown including a bookmark from the film commission, a coaster with the Utah State Seal on it for \$7.95, pins for \$1.30, a plate with the Utah State Capitol on it for \$20. One or two virtual ski machines may also be available if it ties into our booth.

Rep. Hogue requested that Stewart Smith distribute a map of booth locations for San Francisco and an exhibitor schedule.

Sen Walker said the committee needs to know what the budget is as plans are made for screens, projectors, booth set up and materials, gifts, etc.

Social Event in San Francisco – Rep. Dillree said the subcommittee had settled on a Friday morning breakfast because people tend to leave the conference early. She said they had tried to work with the caterers but that the caterers will not move from their fixed menu options. The breakfast selected would cost \$20 per person or \$40,000 total. She said that last year 1,600 attended and that it would be prudent to plan for 2,000. At the breakfast the Utah Travel Council's Trade Mission DVD would be shown on multiple screens with voice muted and music background. Olympic and other banners would also be needed to decorate the area and make it festive. At the Utah booth there would be a sign up for a drawing for free airfare and a weekend in Park City. The drawing would take place at the breakfast. One would have to be present to win. A game was also considered. For those attending the breakfast there would be a gift given of a Utah pin. Entertainment was also discussed. Rep. Dillree said that if live entertainment is needed, Speaker Stephens suggested drawing from the San Francisco area to save airfare and lodging costs.

A gift of a mouse pad/notepad was offered by Rep. Alexander which could be watermarked or printed with Utah 2004 and cost approximately \$1.00 each.

Brochure for San Francisco – In behalf of Sen. Waddoups and the brochure subcommittee, Mr. Stewart Smith and Mr. Eric Isom distributed literature from the Salt Lake Convention and Visitor's Bureau (SLCVB):

Bookmark with web site www.visitsaltlake.com which contains photo tours, maps, itineraries, and searchable guides.

Salt Lake Visitor's Guide which contains lists of events, attractions, shopping, dining, and accommodation alternatives.

Visit Salt Lake Tour Planner– itineraries, transportation, attractions

From the Utah Travel Council:

Utah! Travel Guide with web site www.utah.com containing Utah's attractions by region and parks.

Connect Utah with beautiful photos of Utah and limited narrative on the theme of "where cities and mountains meet, and people reconnect."

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They indicated that these materials are available in quantities of approximately 5,000 at no further cost to the Legislature and will be shipped to San Francisco at the expense of the Travel Council and SLCVB.

Mr. Smith said the objective of the Brochure Subcommittee was to persuade conference attendees to book the trip, come early, or extend their stay by sparking their interest and sharing a vision of Utah. He suggested that one, three, five, and seven day itineraries could be developed that would be so easy and compelling that guests would want to take advantage of them. He said the issue of whether to develop a separate brochure for use in San Francisco was discussed with the Travel Council and the SLCVB and directors of both suggested that it was not necessary because of the availability and quality of existing literature. The Travel Council will also make available their "Trade Mission DVD" and offered to loop it for continuous showing. Mr. Smith said he would request the loop be applied to the DVD.

Mr. Eric Isom discussed the logo and said he had a DVD with 84 high-resolution images which can be used at will. Mr. Isom said the logo should be simple and elements of the logo easily separated out to use in promotional materials and other publications. Mr. Isom said NCSL will create a logo using our ideas and have their graphic artist lay it out. They will send three options from which we may make our logo selection. The delicate arch and "Utah!" text are suggested elements for the logo.

Additionally, Mr. Isom commented that Michael Mack from SLCVB suggested having two to three people per table in the booth. A combination of legislators and staff should be in the booth to attract a variety of people.

Rep. Dillree said that uniforms of some sort are needed for workers in the booth. She suggested bright yellow with an orange delicate arch embroidered on the shirts. Sen. Knudson asked Ms. Carole Peterson to inquire about the cost and availability of shirts.

The Brochure Subcommittee was asked to develop a bookmark for San Francisco. It was suggested that George Fry has an Olympic photo that could be used and that Ms. Tina Lewis suggested that the bookmarks could be produced for about 60 cents each.

Gifts for San Francisco

Mr. Wayne Welsh clarified that the theme of the 2004 NCSL Conference is a joint decision between NCSL and the host state. He also indicated that the large copper medallion shown at the last meeting costs \$28 which was shown in a presentation case. The coin size version costs approximately \$3.80.

Senator Eastman proposed a gift for San Francisco of a nylon briefcase 13" by 18" by 2" with a logo printed on it in three colors for \$1.78. He suggested that every registered guest could get a gift bag. He said there is a price break if 5,000 bags are ordered. Mr. Welsh and Sen. Eastman said that other items

could be placed in the bags which are donated from businesses, i.e., dry mixes, etc. It was suggested that some businesses may be willing to pay for a portion of the briefcase for the privilege of distributing sample products to a 50-state area.

Rep. Dillree emphasized the importance of fast action on items for San Francisco.

Mr. John Schaff discussed the turn-around time on the brief cases.

Committee members expressed concern about fund raising, fiscal, and other coordination. Sen. Knudson said it would be appropriate for the Legislative Fiscal Analyst to deal with the fiscal issues, including procurement and bill paying. Senator Knudson said that he was told that there is approximately \$116,000 left over from the CSG conference, which could be seed money for what the committee is currently working on. He also said that they should endeavor to leave a similar legacy for a future conference.

Sen. Knudson asked that each subcommittee email to him and to Mr. Isom their budget request for San Francisco as soon as possible.

Sen. Walker talked about booking This is the Place State Park for 2004. She said the July 24th time frame will make it difficult to acquire any venue for a large social event. Sen. Knudson asked her to look into it as a 2004 venue.

Rep. Dillree encouraged committee members to be alert for items that could be used for gift baskets.

3. Other Business

Sen. Knudson set the next meeting for Monday, June 2, 2003, at 3:00 p.m. in the Senate Majority Caucus Room.

4. Adjourn

MOTION: Rep. Harper moved to adjourn. The motion passed unanimously.

Sen. Knudson adjourned the meeting at 5:45 p.m.

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