

Great Salt Lake Advisory Council
Communications/Marketing Sub-committee:
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Recommendations

- A. Gain support from Governor Huntsman for:
 - 1. GSLAC recommendations
 - 2. Draft legislation

- B. Gain support from interested legislators and stakeholders
 - 1. Confer with Rep. Ferry and leadership on how best to approach support for legislation
 - 2. Conduct tours (one for legislators, one for stakeholders) of GSL (ex. Antelope Island, airboats)
 - 3. Have GSLAC members target and present to groups
 - 4. Use county and state calendars to get the word out
 - 5. During the legislative season, have County lobbyists approach legislators (look up ethics guidance before seeking support)
 - 6. Talk to County Representatives at County Caucus Meetings (Salt Lake County, Davis County, Weber County, Tooele County, Box Elder County)
 - 7. Utah Office of Tourism can provide support and facts.

- C. Marketing Plan
 - 1. Targeted at legislators and public
 - a. Partner with influential partners
 - b. Radio spots
 - c. Distribute fact sheets- positive facts about GSL
 - i. Create a 'political' piece for legislators
 - ii. Create a public information piece
 - d. Use pictures
 - e. "Into and World of Wonder" video
 - 2. Address the 'Value' of GSL
 - a. Jobs created
 - b. Tourism and economic value
 - c. Use pictures
 - 3. Partner with existing marketing programs
 - a. Utah Office of Tourism collateral
 - b. Public Education media
 - c. Other organizations and programs

D. Education

1. Create public information opportunities
 - a. Public meetings
 - b. Fact sheets
 - c. Web links & information
 - d. Gather input from public groups
 - e. Work with existing groups and programs

E. Timeline

1. Interim meetings (month, date, year)
2. Legislative Session (month, date, year)
3. Receive public input (month, year)
4. Create public information meetings

F. Accountability

1. Gather and review public input
2. Incorporate education programming
3. List outcomes and objectives

Additional information:

Potential Stakeholders:

- Business and Industry (Brine Shrimp, Minerals, Special Service Districts, Union Pacific Railway, Wasatch Front Regional Council)
- Duck Clubs (Utah Waterfowl Association)
- Utah Airboat Association and GSL Yacht Club
- Birders (National Audubon Society, Duck's Unlimited)
- Environmental Groups (Great Salt Lake Alliance, FRIENDS of Great Salt Lake, FRIENDS of Antelope Island, The Nature Conservancy, Sierra Club, League of Women Voters, Dia Art Foundation)
- Academia
- County Representatives (Salt Lake County, Davis County, Weber County, Tooele County, Box Elder County)
- Utah Office of Tourism