

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
March 14, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on March 14, 2019 at the Town council chambers, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The regular meeting was called to order at 3:02 p.m. by Chair Gallagher. A quorum was present with board members including; Willi Brooks, Brian Modena, Erik Dombroski, Alex Klein, Cory Carlson, and Crista Valentino attended via facetime. Also attending were Commissioner Epstein and Councilman Stanford.

Public comment:

County Attorney Keith Gingery introduced the board to the new JHTTB attorney, John Graham. Graham will begin working with the JHTTB immediately. Anna Olson, CEO, JH Chamber provided an update on a New York press event themed Womans' Suffrage in which Jackson had representation including Cecilie Davilla from the Chamber and Clarene Law from the Town Square Inns. Some great deskside press meetings were held. Bill Lewkowitz, JHMR and Anna Cole, JHMR provided an update on the upcoming Rendezvous festival where they have added more busing from out of valley. They indicated the willingness to work with the JHTTB agency to create assets for next year with a lifestyle piece including band interviews, with Griffen Post as the anchor. Next year JHMR plans to push the event pack to the end of March. Press so far has been received in *Free Skier*, *TGR* and *Skier*. Sarah Nichols provided an overview of the recent Rendezvous Events Press trip which included 11 writers and recent coverage.

Approval February 14, 2019 regular meeting minutes:

Alex Klein made a motion to approve the February 14th regular meeting minutes, seconded by Carlson, there was no discussion, motion carried.

Voucher Review and Approval:

Dombroski motioned to approve vouchers #2563-2579 in amount of \$393,245.14. Carlson seconded, no discussion, motion carried.

Treasurer's update:

Dombroski reported that lodging tax collections were up \$25,000 over budgeted collection and this trend should continue as February and March were both up in occupancy.

Jackson Hole Chamber of Commerce FY'20 funding request:

Anna Olson, President/CEO of Jackson Hole Chamber presented her budget request for FY'20. The JHTTB funds three divisions of the chamber including; visitor services, destination sales and the event liaison position. Two of the three requests were a 3% increase, in line with the JHTTB budget projections. Visitors services request was slightly higher at 4.93% for increased staffing and wage adjustments. Klein motioned to approved budget request for Visitor services in the amount of \$484,398 and directed staff to work with attorney and draft agreements, seconded by Dombroski. Discussion included: increased need for visitor services as we see increased visitation, chamber report back to JHTTB on sustainability initiatives and training, increased winter coverage

at airport, interest in corporate incentive business, inclusion of elk refuge funding in this request. A vote was taken, and motion carried unanimously. Klein made motion to approved \$59,483 for Event Liaison budget request and directed staff to work with attorney to draft an agreement, seconded by Modena, motion carried. Klein made motion to approve Destination Global Services request in the amount of \$304,940 and directed staff to work with county attorney to draft an agreement, seconded by Brooks, motioned carried unanimously. There was no public comment.

SHIFTJH FY'20 funding agreement.

Executive Director Sollitt presented the Shift licensing agreement and event agreement as reviewed by Sollitt and County Attorney Gingery. The Shift licensing agreement is for one year, along with the contract agreement. Modena motioned to approved both the license agreement and event agreement as presented, seconded by Brooks, there was no public comment or discussion. Vote was taken, and motion carried.

JH Nordic Alliance FY'20 funding request:

Nancy Leon, JH Nordic presented a recap of the Nordic Alliances marketing efforts from this past winter. Some highlights included; six new clinics in collaboration with ski club, Nordic news every Wednesday in the paper, 6,000 trail maps were distributed, new Jackson Hole buffs were produced based on a photo contest, funds raised from the Turpin Meadows event were donated to BTNF and used to plow Cache creek road. The Nordic alliance has seen growth in all areas and helps distribute visitors throughout entire valley. This year's request is for \$25,000, an \$8,000 increase to cover increasing costs and a fam trip. Klein made a motion to fund \$22,000 for Nordic alliance for next year contingent on JHTTB budget approval at the May JIM meeting, seconded by Carlson. Discussion included, not enough details for fam to include in funding at this time but this does not represent lack of support, board appreciates efforts of Nordic Alliance including providing assets. Sollitt asked if NA could produce a blog for the Spring visitjacksonhole site highlighting crust cruising. Public comment included Phil Leeds voicing his appreciation of board support, Ron Stifler, Turpin Meadows expressing his gratitude to work together as a community. A vote was taken and motioned carried.

FY'20 Budget discussion:

Treasurer Dombroski presented an updated FY'20 budget based on input from the board retreat and meeting with JHTTB board chair and Executive Director. The 3% projected increase aligns with the county's projection for next year. Board held off on adding specific line item for sustainability until the JHTTB receives the letter currently in the works from the joint elected officials. Klein thanked the treasurer for getting out in front of this.

Committee Updates –

Special Events –

Mo Murphy, Special event liaison reported that the event committee is aggregating all recent applications. Brooks added that the committee will make a recommendation as to which events should go to the full board.

Marketing Committee-

Carlson reviewed an action item report to continue supporting the responsible tourism messaging of Keep JH Wild year- round. Effort includes a digital only social media campaign that will be very targeted to visitors to provide the KJHW messaging top of mind during a period when Jackson experiences the most visitation. The messaging will link to the sustainability page on the

visitjacksonhole website. This messaging is not promoting visitation to Jackson Hole in the summer, rather responsible tourism and branding while the visitor is here. The messaging will only highlight the six tenants of responsible tourism and the Tag Responsibly initiative. Request was to allocate \$30,000 from reserves. Carlson made the motion, seconded by Brooks, vote taken, 5 in favor, two opposed, motion carries.

Matters from the Board & Consultant:

Sollitt reminded board of revised dates for April and May meetings. April meeting will be April 18th and May meeting will be May 16th. Gallagher thanked the county and town liaisons for attending. Carlson made a motion to adjourn, seconded by Modena, meeting adjourned 4:42 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board April 18, 2019 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher , Chair Date

Brian Modena, Secretary, Date