

**Jackson Hole Travel and Tourism Joint Powers Board**  
**Regular Meeting Minutes**  
**April 15, 2021**

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on April 15, 2021 via Zoom conference, in Jackson, WY.

**Call to Order/Pronouncement of Quorum:**

The meeting of the JHHTB was called to order at 3:00 pm MST by Chair Brian Gallagher. A quorum was established with all board members attending via Zoom including Willi Brooks, Brian Modena, Joe Madera, Crista Valentino, Erik Dombroski and Cory Carlson. Commissioner Barron, councilor Jorgenson and Attorney Gingery joined the meeting.

**Public Comment:**

Jim Waldrop, Wort Hotel, updated the board on the upcoming Million Dollar Music Festival and informed the board that he would hope the board would provide more funding in the upcoming event next month. He indicated he needed local support as it will be difficult to obtain national sponsors.

**March 11, 2021 regular meeting minutes, March 24<sup>th</sup>, 2021 special meeting minutes:**

Willi Brooks motioned to approve the March 11, 2021 minutes as presented seconded by Modena, no public comment, motioned passed unanimously. Brooks motioned to approve the March 24, 2021 special meeting minutes, seconded by Modena, Commissioner Barron asked for a correction which will be reflected in the minutes. Vote taken, motion passed unanimously.

**Vouchers for Review:**

Treasurer Dombroski motioned to approve vouchers 2900-2917 for \$347,273.71, seconded by Carlson, there was no discussion or comment, motion carried.

**Treasurer's update:**

Treasurer Dombroski updated the board on collections. April, (representing February), collections were down 2.6%, which is the first time down in a while. Still on track with collection projections and the majority of our marketing funds have been spent. Dombroski presented a look at the FY'22 budget that was discussed at the board retreat. Reviewed current projections, reserves and ending reserves. He requested that the board review again closely prior to next meeting so board can vote to approve.

**Jackson Hole Central Reservations split funding request:**

Ryan Stanley, Chair, JH Cen Res requested that board split the total spend for the air incentive program this past winter instead of just paying funds over the \$300,000 contracted minimum. Total spend was \$368,000. Questions included, show break-out of who benefits by hotel. Stanley indicated that in down years the shareholders pay more. What would funds be used for, answer was reserves. Is performance a risk for next year, answer no. Profits only 1% off last year and PPP was received although top line bookings were down 40%. Attorney Gingery indicated that this could be policy decision if board wants to match. Gallagher made a motion to approve contract amendment and split the cost of air buy down retroactively, seconded by Madera. Board discussion included: encouragement for Cen Res board to provide a value add for destination, i.e. add more activities, get more net rates, broaden scope of packages. Board noted that Cen Res hasn't reached requested funding in past three years, especially with multi-resort passes and until changes are made, it doesn't make sense to add funding. Vote was taken, motion failed 6-1 with Madera voting in favor.

#### Rendezvous Events press event:

Kristan Clarke Burba thanked the board for their efforts towards communicating safety and responsible tourism this past winter and presented a press fam trip with the theme of recreating responsibly and educating journalists on how to be a responsible tourist knowing that this is the direction the board is moving towards. She presented two events, one in the fall and one in January and is requesting \$12,000/event. Board appreciated her approach and understanding of board priorities and was supportive of promoting tourism to Jackson in a responsible manner. Carlson motioned to approve \$12K/event, \$24,000 total from FY'22 budget, seconded by Valentino, motion carried 6-1 with Madera opposed.

#### Jackson Hole Wildlife Foundation Being Wild funding request:

Renee Seidler presented the Being Wild program that provides outreach and easy engagement for community scientists and volunteers to work together. She updated board on stats of website and Instagram campaigns along with views of the Wild Woman video. She also reminded board that all assets are available for the board's use. Questions included: what is ROI of program and how much of the program is in the summer? Programing includes shoulder seasons but majority is in summer, however nature mapping occurs in winter. Seidler did not have an exact ROI. Modena reminded board that not all board sponsored initiatives have to prove ROI and stewardship is a big part of the brand because if we ruin the environment, we don't have an economy. Carlson thanked group for asset creation and indicated that this could align with Destination management plan. Board recommended to cut back on videos and expand promotion of videos. Gallagher motioned to approve \$66,200 in support of the Being Wild program to come from FY'22, seconded by Valentino. Public comment was shared by Taylor Philipps, JH Ecotours in support of the program along with Aly Courtemanch, wildlife biologist. Vote taken and passed 6 in favor, Madera opposed.

#### Purple Orange press events funding request:

Purple Orange presented funding for three events to host writers. Run the JH Marathon September 24-27, 2021, Backcountry Paddling in YNP and GTNP, 9/28-10/1/21, Women's focused backcountry ski, March 28-31, 2022. Requesting \$9,000/event. Questions/comments included: already fund JH Marathon, are past photo rights limited to 2 years, board doesn't market Backcountry skiing, raising awareness to already very popular events, topics not aligning with board renewed focus. Item did not get a motion, but board suggested Purple Orange regroup with activities more aligned with board's focus.

#### DMMO discussion:

This item is a continuation from board discussion at the February board retreat, and March 24<sup>th</sup> special meeting. The board looked at another DMMO option at the March meeting that represented a hybrid of the Chamber's proposal with the current structure of the JHTT board. The board voted to add another committee under the presented structure to include a destination management committee to assist in completing the destination management plan that is currently being solicited. The revised structure today eliminated the title DMMO and outlined roles that could be performed either in a liaison like set up with the Chamber as currently set up with the events liaison is or contracted out. Board not ready to create a DMMO until the destination management plan, (DMP) is completed and hoping to get guidance from the DMP. This structure presented today allows flexibility to move forward as we learn more from DMP. Board would like flexibility to be able to hire an Executive Director and current Establishment agreement does not allow this. Attorney Gingery provided history and suggested that board amend establishment agreement and get on JIM agenda to have the electeds' agree to allow TTB to hire staff. Gallagher motioned to approve the amendment to the establishment agreement and submit to Town Council and County commissioners, seconded by Dombroski. Public comment from Sue Muncaster indicated she wanted focus to be on the

visitor. Anna Olson wanted confirmation that vote was not on chosen route, just providing flexibility, which was confirmed. Board wants to be competitive in hiring an ED so board wants to be able to offer benefits and wants to keep position long term for institutional knowledge going forward. Vote taken, motion passed unanimously.

**Committee Updates:**

**Special Events:** Willi Brooks informed the board that the events committee has been reviewing applications and should be ready to present a recommendation to full board at May meeting.

**Marketing committee:**

Sollitt updated board on partner meetings with CM team and public agencies to align on responsible recreation and management messaging. Partners included, BTNF, GTNP, NER and GTNP Association.

**Matters from the Board & Consultant**

Joe Madera asked what the threshold for event funding is, that pushes events to full board, answer was \$50-\$80,000 and above to push to full board.

Gallagher thanked all including commissioner Barron and councilman Jorgenson for participating in the discussion. Gallagher motioned to adjourn, seconded by Modena meeting adjourned 3:03 p.m.

Adjourned.

Respectfully Submitted:

Brian Modena, Secretary,      Date

Approved by the Board May 13, 2021 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair      Date

Brian Modena, Secretary,      Date