

Jackson Hole Travel and Tourism Joint Powers Board

Regular Monthly Meeting Minutes

October 10, 2013

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on October 10th, 2013 at 2:00 p.m. at the Town of Jackson Council Chambers, 150 E. Pearl Street, Jackson, WY.

Call to Order/Pronouncement of Quorum

The meeting was called to order at 2:01 p.m. by Chair Sackrey. A quorum was present with Stephen Price, Bruce Grosbety, Liz Gibbs, Aaron Pruzan. Chip Carey called-in.

Public comment:

Holly Pratt, Executive Director, WCIV, requested \$4,000 matching funds to put in an application to the Foreign Service Institute to host 27 people for 5 days in February. Application is due November 8th. Pruzan suggested reallocating the \$4,000 from the already granted \$10,000 Fulbright request. Board Chair suggested this be added to November agenda for action item.

Approval of Minutes

A motion was made by Grosbety to approve the September 12, 2013 minutes. There was no discussion, seconded by Price, motion carried.

Voucher Review and Approval

Board Treasurer Grosbety presented vouchers #1362- #1384 for review in the amount of \$149,705.37. Motion seconded by Price, motion carried. Grosbety updated board on overall financials and indicated that collections were \$89,000 ahead of schedule but that beginning to see slow down, and it remains to be seen what impact of government shutdown will have. Cash flow is still strong, but not prepared to make an end of year forecast.

Shift Financial Update:

Grosbety also reported that Shift spend to date was \$57,000.

Subcommittee Update:

Special Event Subcommittee:

Pruzan updated the board on Central Events Committee, (CEC) progress. The Committee met to review the role of a Central Event Coordinator and discuss job description. Sollitt reviewed the earlier recommendation from the Special Events Advisory committee on the purpose of the CEC which is to: 1). Support stronger community infrastructure and organizational capacity to produce, attract and promote special events and 2). Support funding for increased coordination for joint marketing, cooperation among event producers and cooperation between event producers and other tourism organizations. Pruzan motioned that the \$40,000 line item, that was ratified in the May FY'14 budget be moved under the Chamber visitor service line item and expand the chamber's role in managing the position of Events Liaison. The chamber will manage the position but work in cooperation with the TTB and the Central Events Committee in coordinating major

events. Discussion included the amount is now \$30,000 as it is now the second quarter, so motion was amended to move \$30,000 from other promotional expenses to Chamber visitor services. Gibbs seconded, motioned carried unanimously.

Marketing Subcommittee:

PR Events:

Anna Cole, JHMR presented a recap of the New York press event. The event garnered over 40 attendees from A-list media outlets. Jeff Golightly offered Welcome and opening remarks. Cole also presented update on LA PR event. Original event, LA Ski Dazzle was not a viable option. The collective partners and the Jackson Hole Chamber of Commerce is suggesting to re-allocate the \$5,000 in the LA market to create VIP Media Event on the Santa Monica Pier the evening of the TGR mega show. J PR will be hired to invite local, regional and national writers based in Los Angeles and Orange County to attend the event. Publications will include local, regional and national print and digital outlets, as well as vertical publications and blogs that target ski, meetings, weddings, travel, in-flight, culinary, entertainment and lifestyle. A motion was made to reallocate \$5,000 from Ski Dazzle to Mega Event, seconded by Grosbety, motion carried.

Stagecoach Film: Jennifer Tennican requested \$2,650 in funding to attend the American Public Television upfront buying and promote the Stagecoach film that supports the history of the Stagecoach Bar and valley and promotes Jackson Hole from a historical/cultural perspective. The film has already received awards and recognition, and Tennican is confident that APT will pick it up for distribution. Price motioned to support the request, seconded by Sackrey, discussion included sensitivity to the current budget with recent government shutdown, also usage rights by JHTTB, which Tennican will investigate, vote taken, motion passed unanimously.

Orbitz Series: Gibbs presented a summary of the Quest Original Orbitz series which is a series of 10, 2-3 minute videos that offers authentic, 3rd party voice and local perspective. Gibbs outlined payment schedule that included matching funds from both Orbitz and Brand USA. Action item today is to allocate \$31,500 for production of the series that will take place this winter. Pruzan indicated that Richard Bangs, (Quest narrator), is well known and respected in the river community. Gibbs also indicated that in addition to Bangs production crew, they will enlist local film makers. Motion was made to allocate \$31,500 from this year's budget to produce series, pending Attorney Gingery's council on need or not for RFP process. Seconded Grosbety, motion passed unanimously. Gibbs indicated that she would be point person for production and work with the marketing subcommittee.

Cactus Communcations: Cactus presented a Fall recap and elements of winter campaign. Overall fall results to date are double last year's efforts with spending 20% less. Campaign ran August 30th-October 14th with increased use of mobile and tablet efforts, in addition to magazine print, vs. newspaper last fall. A government shutdown widget was added to the site that redirected visitors to the Chamber of Commerce site which helped inform and update the visitors. Winter elements this year include the continued use of Instagram and #jacksonhole, offering an authentic view of "There's more to Winter". In addition, this winter's campaign will include more video, mobile and tablet targeting.

Matters from Board & Consultant.

Discussion included Government shutdown and effects. Town council sent a letter to President Obama, Speaker Boehner and the Wyoming representatives. Grosbety motioned that the county commissioners draft a letter, seconded, motion approved. It was later learned that BCC will not send a letter.

Gibbs made a motion to adjourn meeting, seconded by Pruzan, meeting adjourned, 3:49 p.m.

Adjourned

Respectfully Submitted:

Chip Carey, Secretary,

Date


11/14/13

Approved by the Board on November 14, 2013 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

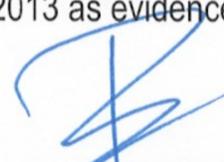
Attested

Pontair Sackrey, Chair

Date

Chip Carey, Secretary,

Date


11/14/13
