

Jackson Hole Travel and Tourism Joint Powers Board
Regular Monthly Meeting Minutes
April 16, 2013

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on April 16th, 2013 at 2:00 p.m. at the Town Council Chambers, 40 E. Pearl Street, Jackson, WY.

Call to Order/Pronouncement of Quorum

Meeting was called to order at 2:04 by Chairman Price. A quorum was present with Chip Carey, Aaron Pruzan, Ponteir Sackrey, Candra Day and Bruce Grosbety

Public comment:

Lori Iverson, Outreach and Visitor Services, National Elk Refuge presented the need for the JHTTB to continue to fund the \$10,000 allocated towards the National Elk Refuge Visitor Service Center. The board asked that she update last year's proposal with updated source of funding.

Trevor Stevenson, Executive Director, JH Conservation Alliance provided the board with the history of the JHCA's position on the Lodging Tax. He indicated that the renewal vote could be split if the TTB board only invests in increased marketing and impacts vs. mitigating impacts. JHCA would like to see more support for sustainable tourism. Board suggested that Mr. Stevenson attend more board meetings to become better educated on current initiatives towards sustainable tourism including the October conservation event.

Edye Smith, Jackson Hole Central Reservations reported the results from the Airline reduction, (buy-down) program funded by the JHTTB, and indicated that the funding resulted in a 10:1 return on investment.

Approval of Minutes

A motion was made by Mr. Carey, to approve the March 14th minutes, seconded by Sackrey, Day suggested minor revisions which the board approved unanimously.

Voucher Review and Approval

The Board Treasurer, Sackrey presented vouchers #1255-1266, in the amount totaling \$86,818.11. Mr. Pruzan made a motion to approve, seconded by Mr. Grosbety, motion carried.

National Elk Refuge Contract for Visitor Center

Attorney Gingery presented the NER contract for visitor center for FY'13. Funds had already been appropriated. Gingery reviewed contract with the board. Day motioned to approve contract, seconded by Carey. Mr. Linsenmann informed the board that this budget item is fully utilized and item should be reclassified under events, motioned amended and passed.

Update Town & County:

Kate Sollitt, Marketing and Admin Coordinator, TTB and Charlotte Reynolds, Public Relations Manager requested booth funding for the upcoming Eco-Fair event in the amount of \$75. They

indicated this would be an opportunity to educate the community on 4Jackson Hole and the sustainable initiatives. Grosbety motioned to approve, seconded by Sackrey, motioned passed.

Adventure Travel Trade Association, (ATTA), update:

Jeff Golightly, Executive Director of the Jackson Hole Chamber of Commerce presented an update on the Adventure Connect meetings that took place in Jackson. The meetings were well attended particularly over spring break. Topics at meetings included hosting the world summit, but prior to that hosting a mini-summit. Mini summit could present an economic win for community in that 400 delegates would attend bringing roughly \$320,000 - \$480,000 to the community. ATTA embraces sustainable tourism. Discussion included; benefits of mini festival and ultimately, world summit, inviting businesses to send delegates along with Chamber delegates to upcoming world summit in Oct.'13 in Namibia for representation, partnering with neighboring communities and possibly Xanterra, planning mini-summit for May, 2014. Mr. Pruzan and Price will meet with Golightly to discuss May Mini-summit. Tim O'Donahue will join them in discussions.

Events Subcommittee Grant Guidelines Update:

Ms. Day presented a memo to the board, attached hereto. She asked that the board approve the approach and authorize the Special Events subcommittee to put the final stamp on guidelines. Chair asked for Public comment, there was none. Additional language was added to the guidelines provided by Linsenmann Accounting Firm. Discussion regarding the Conferences and group visits included a concern that this was too open to hotels and group sales, possibly make this a Chamber function especially if Chamber is moving towards CVB, make this year a transitional year, event must provide broader benefit to community, Attorney Gingery suggested adding language, "No Lodging Properties can apply". A motion was made to approve the guidelines with additional language addressing concerns, seconded by Grosbety, motion passed.

October Event Contract:

Mr. Beckwith presented an update on the October Event, attached hereto. Each festival will feature a three year theme, with year one building the event foundation including creating a title, focus, mission statement, logo, website and social channels among other things. The title SHIFT was presented to the board. Grosbety motioned to approve the title, seconded by Pruzan, discussion included seeking counsel for trademark, securing URL, motioned passed unanimously.

South Entrance Yellowstone National Park:

Jeff Golightly provided an update and informed the board that the plowing progress was better than expected, the story received local, regional and national news coverage and sponsorship funding numbers were growing.

Preliminary Budget Discussions:

Treasurer Sackrey presented a revised budget based on input from all categories. The Jackson Hole Chamber of Commerce requested a \$25,000 increase in visitor services due to increased operation fees associated with the Visitor Center. Chamber also requested an additional \$2,000 to support marketing efforts and an additional \$20,000 in sales to support attendance at new trade shows.

Board also looked at increasing winter marketing budget by \$100,000 to; build on winters success and market to new flight cities, add more eblast efforts, that proved successful in 2013/13, add more video reach through channels such as HULU, and increase print buy. Other budget items discussed but tabled for future meeting included research, particularly in town, amenity inventory and loyalty plan. Day commented that a great deal of work is being done by Mr. O'Donahue and a core group following the GSTC inventory. Their budget is \$150,000 and she requested the board match up to \$30,000 as soon as this group reaches \$60,000 to show our commitment to sustainable tourism. She requested a 1:4 match that could be taken out of miscellaneous.

Mr. Golightly requested that the board earmark \$40,000 from miscellaneous for the ½ time coordinator position that the CEC supports suggesting that this role is a key component to long term goals of coordinating major events and ultimate CVB role. This person could eventually sell sponsorships to cover costs and if money is not needed, roll it back into miscellaneous.

Mr. Pruzan made a motion to adjourn meeting, seconded, meeting adjourned, 5:16 p.m.

Adjourned

Respectfully Submitted:

Chip Carey, Secretary,

Date

6/6/13

Approved by the Board on May 9th, 2013 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Stephen Price, Chairman,

Date

6.5.13

Chip Carey, Secretary,

Date

Chip Carey

6/6/13