

Jackson Hole Travel and Tourism Joint Powers Board  
Special Meeting Minutes  
August 19, 2013

A special meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on August 19th, 2013 at 9:00 a.m. at the Chamber of Commerce offices, 550 Center Street, Jackson, WY.

**Call to Order/Pronouncement of Quorum**

The meeting was called to order at 9:05 a.m. by Chairman Sackrey. A quorum was present with Bruce Grosbety, Liz Gibbs, Candra Day, Chip Carey called-in and Aaron Pruzan and Stephen Price were absent. Christian Beckwith, Director of Shift was also present.

**Public comment:**

There was not public comment.

A special meeting was convened to discuss Shift advertising and marketing and retaining outside agencies for support.

**Shift Marketing and Communications:**

Christian Beckwith, Director of Shift, outlined the situation for the attendees. He indicated that he had meetings with 5 various local Advertising and PR agencies to review their credentials. He narrowed it to two local, Open Creative, and Terra PR, and they were weighed against Cactus, including the pros and cons of working with each. Handout was provided (attached) that outlines these concerns and pricing.

Discussion from the board ensued.

Gibbs asked if a marketing audit was in store given that the target market for Shift was probably different and more segmented than what underlies our Cactus advertising. Beckwith stated that Shift would build upon "nature," "adventure," and "culture" to align with the current branding, but that a brand audit would be very helpful. This had already been discussed with Open Creative, but not Cactus.

Grosbety asked which firm offered the most value confidence. Beckwith stated that Cactus offered more experience than Open Creative.

Day asked if it wasn't possible to use both. She added that Shift would also be included in the fall advertising "events" spend. She stated that this year's audit should inform the 2014 Shift One event, but it was too late for this year.

Day also asked about budgetary concerns for 2014. Sackrey stated that only the 2013 budget has been ratified by the board, (last May) and couldn't commit or accrue funds until the next budget cycle in spring 2014.

8/19/13  
Chip Carey, Secretary

Grosbety expressed concerns about retaining Open Creative due to the fast-approaching Shift Zero in mid-October. Cactus could most quickly mobilize an advertising and promotion campaign.

Carey stated that Shift needs a full-spectrum advertising plan and the current three pillars of the Jackson Hole marketing plan don't necessarily translate to Shift, with probable market segmentation and specialization, similar to what Gibbs offered earlier. Carey wondered, "Would Cactus do this?"

Day asked what was needed to move forward. Sackrey recapped input from Counsel Gingery in that a motion would be needed to either move forward with Open Creative as a sole source selection due to time limitations, or a supplemental addendum to the Cactus contract.

Gibbs wondered about working with multiple agencies. Beckwith responded that due to limited resources that he's careful about working with too many vendors and that Cactus seemed to offer the most comprehensive approach for advertising, along with Terra PR for social media outreach.

Day proposed Cactus for media placements, Terra for social media, and Open Creative for the strategic audit. Carey concurred. Gibbs thought that for the present we could obtain a brand audit, and post-event we could obtain a strategic marketing analysis.

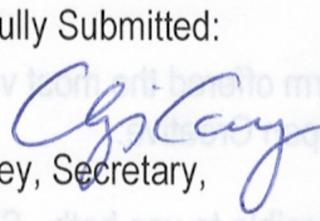
Day motioned that we retain Cactus for the media buy, for \$15,000; Terra PR for social media, not to exceed \$3,500 per month until the event has completed, and Open Creative for a brand audit, not to exceed \$3,000. Gibbs seconded.

Discussion. Gibbs wondered if we had the budget to keep Terra PR on retainer for longer than October. Sackrey stated that we could definitely address the TTB budget during a future meeting as there were several items that might be shifted, but that couldn't be guaranteed at this time.

Vote: Motion passed unanimously.

Adjourned

Respectfully Submitted:

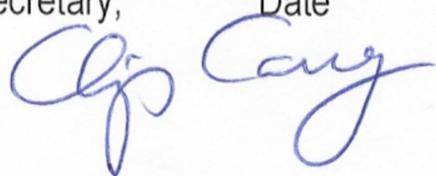
 11/14/13  
Chip Carey, Secretary, Date

Approved by the Board on September 12, 2013 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

 11/14/13  
Ponteir Sackrey, Chair Date

Chip Carey, Secretary, Date

 11/14/13