

Jackson Hole Travel and Tourism Joint Powers Board
Regular Monthly Meeting Minutes
August 8th, 2013

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on August 8th, 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 2:09 p.m. by Chairman Sackrey. A quorum was present with Stephen Price, Bruce Grosbety, Liz Gibbs, and Aaron Pruzan. Chip Carey called-in and Candra Day was absent.

Public comment:

There was not public comment.

Approval of Minutes

A motion was made by Price to approve the July 11, 2013 minutes, seconded by Gibbs, motion carried.

Voucher Review and Approval

Bruce Grosbety, Treasurer, presented vouchers #1320- #1341 for the amount of \$367,728.47. Vouchers were reviewed. Price made a motion to approve, seconded by Pruzan, motion carried unanimously.

Cactus Communications Winter Campaign:

Gennifer Hobbs presented the winter campaign strategy and creative. Cactus plans to build on the success of last winter, "There's more to Winter", and will continue to inspire through early in-market execution, educate and amplify with through earned media and community social media efforts. Presentation can be found on the 4Jacksonhole website under the meetings section, 8-8 - 13 date.

Shift Update:

Presentation can be found on the 4Jacksonhole website under the meetings section, 8-8-13 meeting date. Christian Beckwith provided an update on SHIFT and SHIFT Speaks. Currently Beckwith is working on building the brand with logo work in place and the website under construction. Shift will also utilize Twitter, U-tube and all social channels. Beckwith reiterated that 2013 event is a Beta and will provide the foundation and infrastructure for the larger 2014 SHIFT event. 2013 will focus on three nights in Jackson Hole from Oct. 11-13 with an emphasis on the brand pillars of Nature, Adventure and Culture. Mayor Barron also spoke to the board about the opportunity for October to become Conservation Month and have Jackson lead the way not only for the State but nationally. Barron introduced the Wyoming SHIFT award which provides an opportunity to put Wyoming in the forefront for its beautiful natural resources vs. just its energy resources. SHIFT will also incorporate a Student award to get the youth in our community involved and participating. There was no Public Comment.

Subcommittee Update:

Marketing Subcommittee: Stephen Price updated the board on the SKI magazine cooperative initiative that the committee is executing. The committee was able to secure a full page in the November issue of SKI magazine at a greatly reduced cost, and offer space to all of the members of the Hotel and Lodging community. Six members agreed to participate in the November Coop Ad. Price also presented a Special Event opportunity in the form of a PR event. In years past, the state of Wyoming has funded press events in New York and other markets but due to budget cuts, will not fund an event this year. The marketing subcommittee proposed that the TTB fund an event in New York, Seattle and Los Angeles. The Seattle event will support the new flight service and the LA event will be combined with Ski Dazzle. A motion was made to allocate \$30,000 for a PR initiative in New York, September 25-26th, Seattle and Los Angeles, seconded by Grosbety, motioned carried, 6 in favor, none opposed.

Destination Market Research – Jackson Hole Chamber and Destimetrics.

Summary available on the 4jacksonhole.org website under meetings, 8-8-13. Jeff Golightly, Executive Director, Jackson Hole Chamber updated the board on past discussion that the TTB had to find better tools to obtain better metrics analysis on comprehensive occupancy, ADR analysis, events, and marketing initiatives. Destimetrics specializes in Mountain Resort Destinations. Ralf Garrison, Founder and Tom Foley, Operations Manager presented their credentials and proposal. Benefits of the report include competitive analysis of other mountain resort communities as well as 6 -month advance forecasting information for properties, retailers and restaurants to help them manage their businesses and become sustainable year round. Discussion included process to get properties started to input data, accessibility, user friendliness. Destimetrics reported that they have webinars to get properties trained and on-board and make it easy for hotels to submit. Public comment included questions from Frank Lane, Lexington Hotel regarding sample size and Trevor Stevenson, ED, Jackson Hole Conservation Alliance who is in support of obtaining more data for the community but asked if it is possible to track campgrounds and VRBO use. Jeff Golightly remarked that the current scope of work does not include campgrounds, but this will be reviewed. Adam Sutner, Jackson Hole Mountain Resort reported that Vail has used this company and endorsed the tool for not only strategic, tactical and ROI analytics but also great competitive information. Edye Smith, ED, Central Reservations also endorsed this company. Jeff Golightly then presented the cost for the program with the revenue share among 5 organizations including the TTB, JHMR, JH Chamber, Central Reservations and Jackson Hole Air. The cost for the TTB is \$17,215 for the first year, including start-up costs and \$12,500 going forward. Price motioned to approved the \$17,215 dollars in year one and \$12,500 going forward. Discussion included; sharing data to which Golightly indicated that this included 25 licenses, one of which is for the TTB. Motioned was seconded by Grosbety, motion carried.

Update Town & County:

Charlotte Reynolds informed the board that the 4JH decals are now visible on Start busses, shelters and Start Schedules. The decals are also placed on Parks & Recs vehicles. Reynolds also reported that the commissioners approved expanded services for EMS services to offset seasonal

impacts of increased visitors. The volume of calls to EMS directly correlates to the increase in occupancy. The funds will be used for a second ambulance. Other visitor impact related services that will receive funding include the Historical Society and the Elk Refuge Visitor Center. This is because tax collections were higher than estimated.

Matters from Board & Consultant.

Sollitt updated the board on the 4Jacksonhole website and requested \$1,190 to pay for the recent website alignments with the county and improved efficiency in incorporating the monthly board materials on the county and 4Jacksonhole website. Price motioned to approve the additional spend of \$1,190, seconded by Gibbs, motioned carried. Sollitt is working with same web contractor as the county for efficiencies.

Pruzan made a motion to adjourn meeting, seconded by Price, meeting adjourned, 4:02 p.m.

Adjourned

Respectfully Submitted:

Chip Carey, Secretary,

 10/14/13
Date

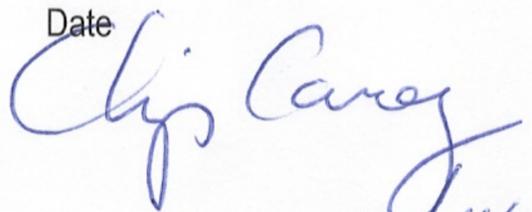
Approved by the Board on September 12th, 2013 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Ponteir Sackrey, Chair

 10/14/13
Date

Chip Carey, Secretary,

 10/14/13
Date