

Jackson Hole Travel and Tourism Joint Powers Board

Regular Monthly Meeting Minutes

September 12, 2013

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on September 12th, 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 Chair Sackrey. A quorum was present with Stephen Price, Bruce Grosbety, Liz Gibbs, Aaron Pruzan and Candra Day. Chip Carey called-in.

Public comment:

Scott Horn spoke as a representative of the Jackson Hole Nordic alliance and requested that the TTB keep Nordic represented in winter marketing efforts.

Approval of Minutes

A motion was made by Price to approve the August 8 and August 19th, 2013 Special meeting minutes. There was no discussion, seconded by Pruzan, motion carried. Day abstained.

Voucher Review and Approval

Stephen Price, presented vouchers #1342- #1360 for review in the amount of \$179,157.86. Discussion included a question on the Howdy Partners voucher. Motion seconded by Day, motion carried.

Shift Financial Update:

Bret Linnsemann updated the board on the Shift spend to date which is \$41,000

Shift Audit Update:

Ed Riddell provided the board with an update on the SHIFT Audit conducted by Blend Creative. Riddell provided the genesis of event, and a review of the event based on the conducted audit. Riddell concluded that the event should move forward otherwise it will be done. The audit recommended a reduced scope and expenditure to place savings towards next year. He also recommended holding Mr. Beckwith accountable for this year and deliver a laser focused event in 2014. Riddell indicated that he entered the audit as a skeptic, and came out a hopeful optimist. Riddell believed we could own this event due to nature, adventure, culture tripod. Riddell indicated that the TTB should be inspired, proud of and own the event as it is important for viability of next lodging tax election. Riddell recommended that the board provide as much support to Beckwith as possible. Discussion included: nature, adventure, culture tripod is cornerstone of marketing campaign, this is not new; opportunity to connect with conservation seems to be missing. Conservation term may be harmful while new tag of Preserving Natural Capital seems to convey this. It is now time to move forward as event is four weeks away; how to communicate that event in year one is primarily local.

Early Regional Winter Marketing Matching Funds

Edye Smith, Executive Director, Jackson Hole Central Reservations reviewed the history of the "Rendezvous" Regional Marketing Efforts. Indicated that effort has grown and it is a matching program with JHMR, Cen-Res and the TTB. She requested \$15,000 match to fund the early season digital media buy. Price made motion to approve the \$15,000 match. Discussion included working with Cactus Communications on effort, seconded by Day, motion carried.

Subcommittee Update:

Marketing Subcommittee:

NY Press Event: Liz Gibbs and Stephen Price updated board on upcoming Press Event in New York promoting Jackson Hole to destination and travel writers. Event had previously been funded by the Wyoming office of Tourism, but funding got cut. Group still investigating opportunities in LA and Seattle. Liz Gibbs also provided the board with an update on the Orbitz Quest Original Series and working with Orbitz CEO, and renown travel writer Richard Bangs to produce a custom video series for promoting Jackson. Day liked the idea of cost sharing and potential partnership and point of entry. No action today, so unlikely this would begin in Fall. Will review again for winter initiative.

Special Event Subcommittee:

Candra Day updated the board on planning for Special Events Advisory Committee and Central Events Committee. Day reviewed the four objectives that resulted from a recommendation from the Advisory committee to the board at last August's retreat. She indicated that all are in the works and progressing.

SHIFT update

Christian Beckwith provided an update on the production progress of Shift. Website, logo and tagline are completed. An aggressive press and social media campaign have begun with the assistance of Terra PR, a local firm and a social media expert out of New York. Discussion included pricing of events, reducing spending on Shift in year one, how conservation is being integrated, i.e. Conservation month. Mayor Barron spoke to the town council efforts toward making October Conservation month and plans to bring in partners and include social media. Question was asked of how the Shift 2014 concept will be introduced in 2013 and oversight of current event. Day wanted more discussion of the event. Sackrey reminded Day that the TTB is not an operational board and event is 4 weeks away. Day expressed that she is not being allowed proper input about the event. Pruzan indicated that at this point this would only muddy the waters and that the discussion should occur post event to determine direction for 2014. Discussion ended.

Matters from Board & Consultant.

Pruzan updated the board on the discussions concerning motorized crafts on the Snake River and asked the board to take a position. Mayor Barron advised the board that this is political and not to take a position as a public board.

Gibbs made a motion to adjourn meeting, seconded by Pruzan, meeting adjourned, 4:08 p.m.

Adjourned

Respectfully Submitted:

Chip Carey, Secretary,

Date

Chip Carey 11/14/13

Approved by the Board on October 10, 2013 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Pontair Sackrey, Chair

Date

10/10/12

Chip Carey, Secretary,

Date

Chip Carey 11/14/13