

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Monthly Meeting Minutes  
December 13, 2012

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on December 13, 2012 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 2:00 by Chairman Price. A quorum was present with Chip Carey, Bruce Grosbety, Aaron Pruzan, Mike Geraci, and Candra Day. Ponteir Sackrey arrived a few minutes later.

**Approval of Minutes**

A motion was made by Carey to approve the November 8th, minutes. Seconded by Grosbety, minutes approved.

**Governor's Council Meeting:**

This meeting was supported last year by the TTB board with a \$5,000 allotment for SWAG for State Representatives and Senators. Grosbety made a motion to set aside up to \$5,000, and not to exceed, to support a similar effort again. Seconded by Pruzan, motion approved.

**Wyoming Council of International Visitors, (WCIV), Fulbright Enrichment Seminar Update:**

Ponteir Sackrey introduced Holly Pratt, Executive Director, WCIV to provide an update on the previously funded Fulbright Enrichment Seminar. The 2012 event did not take place due the election theme which was not as fitting for Jackson Hole. Ms. Pratt presented a timeline to plan the awarded Fulbright seminar for 2013, and requested to retain the \$10,000 funds granted last spring to begin implementation for next years' program. Day motioned to approve the extension of the previously approved grant to WCIV for one year. Grosbety seconded, discussion ensued including comment that the programs ROI was solid and that this could dovetail nicely for the October event, particularly with the theme of climate change and the environment. Motion approved unanimously with caveat that there is no guarantee for additional funding.

**Voucher Review and Approval**

The Board Treasurer, Ponteir Sackrey presented vouchers 1188 -1207. Carey motioned to approve, seconded by Grosbety, vouchers approved.

**Budget Discussion:**

Treasurer Sackrey provided a follow-up on the cash management strategy for the lodging tax funds. The discussion was regarding a possible transfer from savings to higher earning CD's. After communicating with Donna Bauer, Bret Linsenmann, and First Interstate Bank, we can only garner .03% more on 6-month CD's, and zero gain on 3-month CD's, because we are investing municipal monies. Mr. Linsenmann counsels that we leave things as they are, with Linsenmann maintaining just \$25,000 in the checking account, and transferring savings each month to cover the vouchers.

### Susan Ericksen Meier Report on Results from Funded Events Survey

Susan Ericksen Meier presented her findings from the survey completed by events that received funding from the Travel & Tourism Board, (see attached). Her overall conclusion was that the ROI was fantastic, based on the limited amount of money spent. Overall attendance for all events was, 42,732 and the events generated over 1 million dollars in additional gross revenue and over \$61,000 in sales tax revenue. Sackrey suggested putting aside money for market research for next year. Vail invested \$50,000 in a study to gauge ROI on events, and has now developed a template with a research firm. TTB Board thanked Susan for her work.

### Cactus Communications:

Cactus presented the final numbers for Fall and a Winter update. With the early snowstorm, the TTB marketing subcommittee along with Cactus developed a series of dynamic banner ads and targeted eblasts touting our early snow. Chip Carey reported that over 3,000 airline seats were boosted last weekend, and were up 7% over last year and 2% over last week as a result of leading with the snow message.

### Events Steering Committee/Chamber of Commerce recommendation:

Jeff Golightly presented a recommendation to the TTB based on the cooperative work of the events advisory committee and members of the TTB Special Events subcommittee. The steering committee came up with three main goals: (see attached). Of this, a fourth goal was added: Support of funding for cooperation and coordination born from need to develop community infrastructure required to fulfill a "mini festival" model. The solution includes the development of a Central Events Committee, (CEC), to report to the TTB and TTB Special Events Subcommittee and also be responsible to fund small community character grants and large events, (or mini-festivals). The request from Golightly was to agree today on the CEC and move forward on presented infrastructure. Day made a motion to form the CEC committee as described to help further coordinate and grow special events. Carey seconded, approved unanimously. Next steps: form the CEC and have them come back with build out of recommendation.

### Sustainability Update:

Aaron Pruzan provided an update on the community sustainability efforts and the GSTC subcommittees' progress. He proposed that the TTB board agree on defining Sustainability and Sustainable tourism. He read the definition that was then transcribed on the screen. A motion was made to adopt the definition, Day seconded, and after much discussion, it was voted 5-2 against agreeing on the definition today. It was suggested that this be discussed at the Joint Powers meeting on December 19<sup>th</sup> or at the TTB Board workshop in January.

### Kent Elliot update on IMEX and WTM trade shows.

Kent Elliot, Destination Sales Manager, JH Chamber presented an update from his trade show attendance that was funded by the TTB. Overall the shows provide an opportunity to get Jackson Hole in front of key decision makers. Many referrals were made and one group has already made a site visit for future groups based on his meeting. He thanked the TTB for their support

**New Year's Eve torchlight Parade/Fireworks at Snowking:**

Manual Lopez presented the need for the TTB to provide matching funds for the torchlight parade/fireworks display that the Jaycees' can no longer fund. Without the \$3,000 matching funds the show would not go on. Day motioned to approve the matching funds for the show, with thanks to the Jaycees for their past help, seconded, motioned approved unanimously.

**Matters from the Board:**

Kate Sollitt announced that the 4jacksonhole.org website is now live and active. Sollitt also reminded audience that Cactus Communications would be hosting another workshop, "Leverage your winter marketing efforts", Wednesday December 19<sup>th</sup>, and these workshops were free to the community.

Chairman Price thanked the Jackson Youth Soccer Director for their efforts in bringing many families to our community for the Fall Classic.

Reminder of Joint Powers Board meeting with Town and Commissioners December 19<sup>th</sup>, 3:30 in the GrandView Lodge room.

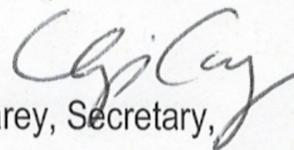
A motion was made to adjourn meeting, seconded, meeting adjourned, 4:20 p.m.

Adjourned

Respectfully Submitted:

Chip Carey, Secretary,

Date

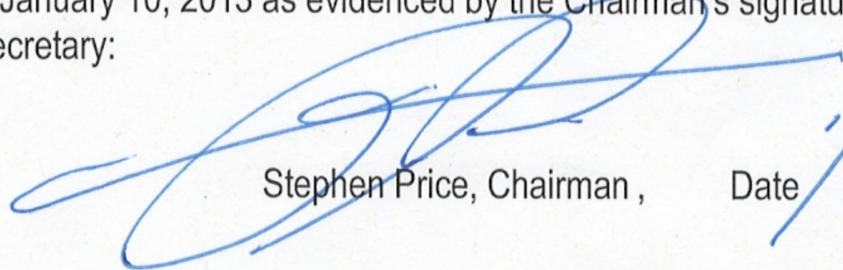
 Jan 10/2013

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

Attested

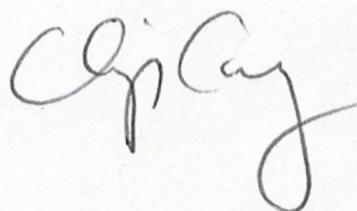
Stephen Price, Chairman,

Date

 1/10/13

Chip Carey, Secretary,

Date

 1/10/13