

Jackson Hole Travel and Tourism Joint Powers Board
Regular Monthly Meeting Minutes
February 14, 2013

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on February 14th, 2013 at 3:00 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 3:03 by Chairman Price. A quorum was present with Chip Carey, Aaron Pruzan, Ponteir Sackrey, Bruce Grosbety and Candra Day. Mike Geraci called in.

Approval of Minutes

A motion was made by Mr. Grosbety to approve the January 10th, 2013 minutes. Seconded by Carey, minutes approved 6-0.

A motion was made by Mr. Grosbety to approve the January 13th Retreat minutes. Ms. Sackrey seconded, minutes approved 6-0.

Voucher Review and Approval

The Board Treasurer, Sackrey presented vouchers #1172-1234 in the amount totaling \$428,951.50. Motion was made to approve, seconded by Mr. Grosbety, motion approved with Ms. Day abstaining for not enough time to review.

Chairman Price asked if there was any public comment to be made on any items not on agenda. There was no comment.

Cactus Presentation/ Winter Results, spring timeline:

Joe Hobbins from Cactus presented the results to date for Winter, and general direction and timing for Spring Campaign. (attached hereto). Mr. Grosbety congratulated Cactus on their recent award at the Denver Addy's for the Outdoor billboard Cactus produced for the TTB campaign last winter. There was a question about the merits of continuing the use of the "Untame" campaign for Spring. The campaign lives across multiple seasons, is evolving and building traction.

Update on Town&County

Ms. Sollitt updated the group on the progress of the PR schedule that has been developed and reviewed by Mike Geraci and Charlotte Reynolds. Ms. Reynolds provided the board with an update on the brochure for 4JacksonHole that is in final design stages. It will be distributed in mostly local outlets, i.e. rec center, public health and at local events.

VisitJackson Hole URL: Kate Schmitz from Cactus informed the board that the visitjacksonhole URL has been secured and that the current site, winterjacksonhole.com and former sites will gradually move to visitjacksonhole.com

Events Subcommittee Update on Grant cycle and guidelines:

Ms. Day presented an overall recommendation to the board from the Special Events Subcommittee on the direction going forward, (attached hereto). She reminded the board that based on the study conducted by Susan Ericksen Meier, the ROI on events has been 7:1 so therefore have a positive

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economic impact. She asked the board to approve this approach. Chairman Prices asked that the four categories outlined be defined. Mr. Carey said he would like to see how this fits into overall budget. Board agreed that this is the right direction and would like to see grant guidelines at next meeting. It was also made clear that all funding decisions are that of the T&T board, not the Central Event Committee. Mr. Carey questioned whether the Conference/Groups/Trade category is more sales than event and more of a CVB role. Ms. Day indicated that she would identify these types of events at next meeting.

Central Event Committee:

A slate was proposed and a motion was made to approve with the addition of David Kingston from Teton Village. Motion was seconded and passed. Still looking for two members of TTB to join.

October Event Update:

Commissioner Ellis provided an overview of procedure and protocol for proposing a hire for an independent contract position. Ms. Sackrey reviewed the methodical process that the Special Events subcommittee followed in review of potential candidates for the Independent Contractor position. The process narrowed the field to three candidates, which the board agreed to discuss in a continued meeting Thursday, 2/21/13. The board also agreed to discuss questions on the contract at this meeting. Questions should be directed to Attorney Brian Hultman.

Matters from the Board:

Ms. Sollitt shared that the turnout for the Community workshop on website design conducted by Cactus was very well attended and received. Presentation is available on the 4jacksonhole.org website under workshops. Chairman Price shared a photo from the Governors Conference in which Mr's. Price, Grosbety and Carey traveled to Cheyenne to attend the Governors conference.. All felt that this effort was very well received. Mr. Carey commented that airline deplanements are up 7%.

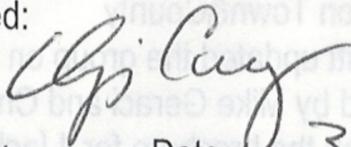
A motion was made to adjourn meeting, seconded, meeting adjourned, 5:04 p.m.

Adjourned

Respectfully Submitted:

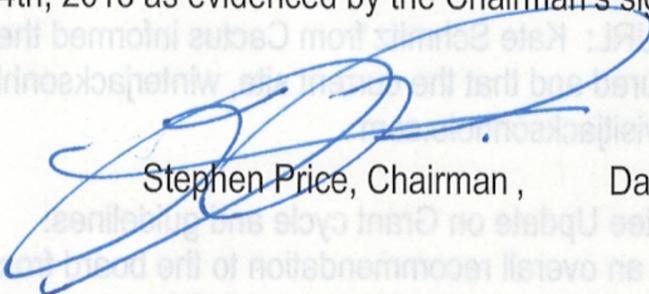
Chip Carey, Secretary,

Date

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Approved by the Board on March 14th, 2013 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

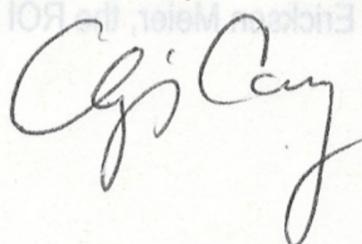
 Stephen Price, Chairman,

Date

3/14/13

Chip Carey, Secretary,

Date

 3/14/13