

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Monthly Meeting Minutes  
July 11, 2013

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on July 11<sup>th</sup>, 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 2:00 p.m. by Chairman Sackrey. A quorum was present with Stephen Price, Bruce Grosbety, Liz Gibbs, and Aaron Pruzan. Chip Carey and Candra Day called-in.

**Public comment:**

Holly Pratt, Executive Director Wyoming Council of International Visitors requested that the board extend the previously awarded grant of \$10,000 from the 2012 grant cycle for the Fulbright Enrichment Seminar program to October of 2014. Pratt met with the Executive Director of the International Institute of Education who was very encouraging about Jackson Hosting this seminar but suggested a deferment. The theme will be; Climate Change in the American West and the destination is not selected until August 15<sup>th</sup>, 2013 which only allows 8 weeks to plan the event, which Pratt stated is not enough time for an October '13 event. Ms. Gibbs suggested Ms. Pratt speak to Christian Beckwith and tie into the SHIFT event which will be in October of 2014.

Phil Leeds, Owner of Skinny Skis and member of newly formed alliance of cross country skiers, whose objective is to elevate the awareness of cross county skiing, requested the opportunity to elevate the activity of cross-county skiing in the marketing campaign. Leeds presented statistics demonstrating the growth of the sport and informed the board that he has assets that he can share for the marketing campaign.

Trevor Stevenson, Executive Director of the Jackson Hole Conservation Alliance, reiterated the Alliance's position on not receiving funding from the Travel & Tourism Board. Stevenson also offered to share the JHCA's conducted research on the purpose of the Lodging Tax and voters expectations. Additionally, he reported that statewide discussion have taken place around the Wyoming Game & Fish's funding source, as it was recently slashed and JHCA requested that the TTBB consider approaching local Game & Fish to see if there is potential for an agreement with the Jackson Lodging Tax and Game & Fish. Grosbety, who also sits on the Wyoming Office of Tourism Board indicated that these discussions are happening at the State level.

**Approval of Minutes**

A motion was made by Grosbety to approve the June 6th minutes, seconded by Price, motion passed unanimously.

**Voucher Review and Approval**

Bruce Grosbety, recently appointed Treasurer, provided an update on Lodging Tax collections and reported that the receipts this May 2013 are \$145,000 which is 15% greater than last year, at this time, and this represents an increase during the shoulder season which is when the JHTTB promotes Jackson via the creative campaign developed by Cactus Communications. Grosbety also reported that tax collections are up through the fiscal year ending June '30 by 10%. Total receipts are \$4.1 million for this fiscal, which represents a 10% increase year over year. The Board Treasurer, Grosbety presented vouchers #1303- #1319 for \$104,403.02. Price made a motion to approve, seconded by Gibbs, motion carried unanimously.

#### Shift Financial Update:

Valerie Linsenmann reported that total spend to date for SHIFT is \$18,276. Ms. Linsenmann also suggested small meetings to review spending requirements and policy. Ms. Gibbs asked if the TTB is allocating \$150,000 for first year for smaller scale event, and asked if money leftover will roll over into following year, to which Sackrey confirmed.

#### Shift Update: Attached hereto:

#### Fall'13 Campaign Update:

In-market promotion is late August through Mid-October. The key audiences are active successful professionals and authentic baby boomers. Media focus remains drive markets due to limited funds and limited flight access. Media mix will include behavioral network placement on Tablet news sites among other mediums. The creative mix will include Rich Media and Flash Banners. The creative concept illustrates the uniqueness of Jackson due to of our protected natural surroundings, including national parks, national forests and protected lands. The Rich media units expand to highlight the events that are occurring during the fall. Pruzan asked if the activities section of the visitjacksonhole website will be self-published similar to the events page on visitjacksonhole.com. Cactus indicated concerns about generating content and consistency as it is currently challenging to fill the events section of the site. This will be explored further at the Monday marketing meeting.

The group reviewed the FY'14 marketing plan. Day would like to review further but highlighted two main comments; 1). The goals do not align completely with goals of strategic plan and full mission of the organization and 2). Not satisfied with the brand pillars of Nature, Culture and Adventure and thinks that they should be more distinctive to Jackson. Sackrey suggested continued discussion at another meeting. Carey commented that overall statements from the strategic outline could be worked in, but marketing plans typically assess a 12- month period and that alignments can change year to year. Carey indicated that the marketing plan does not necessarily need to follow the strategic plan point by point. Grosbety indicated that the Spring and Fall campaigns specifically highlight Nature in the 97%.

Gibbs commented that the TTB should better align with sentence two of the TTB mission. Gibbs also suggested that communication strategy to local community should be addressed as well as broader PR strategy as part of marketing plan. Gibbs is joining the marketing Subcommittee. Sackrey thanked Cactus and Marketing subcommittee for the hard work on marketing plan.

#### Subcommittee Updates:

Price commented on the June 27<sup>th</sup> community outreach meeting. Attendance was strong. Chip Carey shared proprietary data from the JHMR with the group to provide insight into the winter visitor. Anna Olson followed up with a preview of JHMR's winter marketing plans followed by Cactus sharing the early plans and media that the JHTTB is reviewing for Winter'13/14. Coop opportunities for advertising were also shared and the JH Chamber of Commerce shared their upcoming Trade Show schedule.

#### Special Events Committee Update:

##### Special event Recommendation:

Aaron Pruzan shared the recommendation of the Special Events Advisory committee that consisted of the following community members; Jim Goslin, Mike Halpin, Kristine Harris, Chris Hansen, David Kingston, and Day and Pruzan from the TTB board. They met four times to review 45 applications and pared down the \$705,000 request to the budgeted \$300,000. Pruzan recommended the full \$300,000 as outlined on the spread -sheet and memo, *attached hereto*. Price made a motion to approve \$300,000 for Special Events funding, seconded by Pruzan, discussion included, event objectives to bring visitors to community and enrich community while visitors are here. Events also align with our brand. The committee moved towards the recommendation of the CEC to support major events during the months of Feb/Mar/May/June which historically show a decline in lodging. The Major events are supported for up to three years, and after that they will have to replace TTB funding with sponsorship funding while meeting yearly growth benchmarks to continue to receive funding over the three -year period. Grosbety applauded works of the CWC Culinary conference as one of the events that is working to recruit celebrity chefs. He expressed an interest in funding more towards this event. Gibbs suggested coordination of funding from Shift as Shift is looking for restaurant industry participation.

Public comment included Joe Madera from Homewood Suites by Hilton, regarding tracking out of town visitors. Day stated that the CEC will develop a tracking tool for Major events to include audience and intercept surveys. Smaller events have means to track and include this in their recap report. The TTB had a survey done this past year that demonstrated a 7:1 return from event attendees. Public Comment also included Trevor Stephenson, ED, JHCA, who commented regarding adding guidelines for applicants that demonstrate sustainability and reflect stewardship of natural resources. Holly Pratt expressed her disappointment that WCIV did not receive funding in this round.

Grosbety ask board to consider further discussion on conference/groups category. Chair Sackrey reminded the board that the requests were over \$700,000 and only \$300,000 is available. Gibbs suggested that the October conservation events work with SHIFT. Day reiterated that the committee considered the definition of Special Events and that some events were not funded at all as they did not qualify as special event. Pruzan suggested the timing change for the grant cycle. Vote was called on the motion on the table to approve the \$300,000 of events recommended from the Special Events Advisory Subcommittee, 4 voted for, 3 against, motioned carried.

**ATTA update:** Jeff Golightly, Executive Director of the Jackson Hole Chamber provided a one sheet for review, *attached hereto*. After reviewing the sheet with the board, he recommended that the TTB board not support the ATTA mini summit as the costs have changed drastically from \$30,000 to \$108,000 and ROI is now 2.1 to 1. Golightly recommended withdrawing \$30,000 from

the approved budget for Namibia and the \$29,000 to execute the ATTA mini -summit. Golightly requested that the Chamber send the Destination Sales Manager to the World Summit to prospect and attract tourism and explore future potential. ATTA has also requested Jackson send a speaker to the Mexico mini-summit. Sackrey asked Golightly to review how they rank and prioritize trade shows to determine which Trade shows Jackson should attend. Golightly reviewed the process and then defined how the ATTA fits this model well based on analysis.

Commissioner Ellis indicated that the board of commissioners is not in favor of sending elected's and board members to Namibia as they do not feel they have enough information and the due diligence needs further attention. Jackson has lost previous conferences and Ellis asked if the TTB could find out why and maybe go after these past conferences. Ellis requested a workshop for further discussion regarding maximizing goal for obtaining other conferences. Price made the motion to take \$59,000 out of the budget completely, seconded by Grosbety, motion passed, 6 in favor, 1 abstain.

Golightly reported that the demand from the lodging community to attend the trade shows has grown, particularly the international PowWow, and requested \$7,600 from the savings from the ATTA to expand Jackson's presence at the show. In addition, \$11,000 for expanded presence at the IMEX trade show, totaling \$18,000. Grosbety made a motion to reallocate \$18,000 from the ATTA budget item to expanded presence at said trade shows, seconded by Price, 6 in favor, 1 abstain. Motion carried.

#### Community Outreach:

Sackrey provided a civic outreach schedule and requested that the board sign up to attend various civic outreach/board meetings to educate the community on the efforts of the Jackson Hole Travel & Tourism Board.

**Board Schedule:** Sackrey reviewed schedule and Board agreed to every second Thursday of the month at 2 p.m. with the exception of April which will move to April 17<sup>th</sup>, the third Thursday.

#### Matters from Board & Consultant.

Board discussed potential retreat dates. November is agreed upon date and items for discussion include; Marketing plan. Grant guidelines will be discussed at September meeting. Special Events Subcommittee will meet in advance. Sollitt suggested Dropbox or ShareFile for future meetings. Gibbs asked about Brand USA for marketing. Sackrey indicated that our international marketing is limited to travel trade, not consumer, due to limited funds.

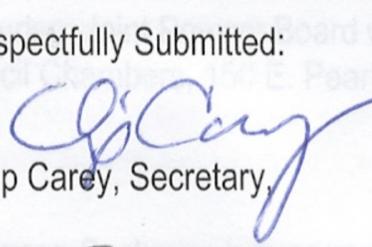
Pruzan made a motion to adjourn meeting, seconded by Price, meeting adjourned, 4:32 p.m.

Adjourned

Respectfully Submitted:

Chip Carey, Secretary,

Date

 8/16/13

Approved by the Board on August 8th, 2013 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

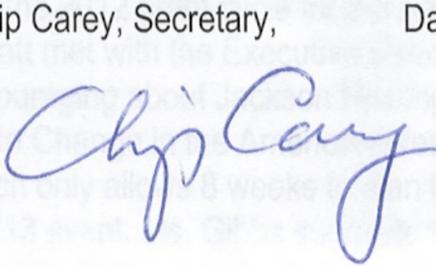
Attested

Ponteir Sackrey, Chair

Date

Chip Carey, Secretary,

Date

 8/16/13

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