

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Monthly Meeting Minutes  
June 6, 2013

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on June 6<sup>th</sup>, 2013 at 2:00 p.m. at the County Commissioners Chambers, 200 S. Willow Street, Jackson, WY.

Call to Order/Pronouncement of Quorum

Meeting was called to order at 2:05 p.m. by Chairman Price. A quorum was present with Chip Carey, Ponteir Sackrey, Bruce Grosbety and Candra Day. Liz Gibbs and Aaron Pruzan called-in.

Public comment:

Trevor Stevenson, Executive Director of Jackson Hole Conservation Alliance, expressed his organization's expectations of the Board. JHCA wants the Lodging Tax to systematically improve JH's tourism industry both economically and environmentally. Does not think board should be a charity, but should make smart investments that relate to making our tourism industry more sustainable, using all available data as a way to track where JH tourism industry is heading, how it compares nationally and internationally and how to project future trends. The goals of sustainability should be aligned with all marketing efforts.

Jeff Golightly, Jackson Hole Chamber of Commerce informed board that Jackson Hole will be celebrating its Centennial celebration next year. They are working with the town to plan the celebration and will keep the Board apprised.

Approval of Minutes

A motion was made by Ms. Sackrey to approve the May 9th minutes, seconded by Grosbety, Day had asked for clarity on the JHWFF funding request and Liz Gibbs report. Minutes approved with 6-1 vote with Day abstaining.

Voucher Review and Approval

The Board Treasurer, Sackrey presented vouchers #1287-#1302 for \$87,989.51. Grosbety made a motion to approve, seconded by Cary, motion carried unanimously.

ATTA update: Jeff Golightly provided a delegation recommendation based on his conversation with Mr. Chesney from ATTA. Quality of attendance is more important than quantity and six would be a good number. Sponsorship opportunities include attendee registration i.e. sponsor a lunch which waives three attendee registrations. Maybe split sponsorship with another attendee. Chamber is looking into various sponsorships. Ms. Day asked how selection process would take place for six slots? Chairman Price indicated that invites would go to high-level people i.e., Governor, Wyoming Office of Tourism, Mayor, Head of County commissioners and Chamber members. Suggestions should go through Jeff Golightly. Ms. Day suggested adventure travel people i.e. Aaron Pruzan and Christian Beckwith attend as Beckwith could also make connections for SHIFT. Ms. Sackrey voiced concerns sending members of the Board. Golightly suggested finding a way to fund a TTB Board member from an outside source and make this clear. Carey suggested this trip is appropriate for funding travel for a TTB member in that it is hoping to secure

business, i.e. a future major event opportunity in Jackson Hole

#### Cactus Communications

Gennifer Hobbs introduced her team from Cactus to present the Fall creative strategy, messaging and media strategy. Overall the board liked the direction, photography and campaign. Campaign has made a lot of progress and strengthened the Spring campaign. Ms. Day suggested we continue to incorporate events into the campaign as they appeal to the Baby Boomer crowd. Cactus indicated they could include events in the rich media units. Cactus and Marketing subcommittee have been working on the development of a Marketing Plan. The full board will see the plan June 24<sup>th</sup>.

Renewal Contract: Board reviewed Kate Sollitt's contract as an Independent Contractor. Motion was made by Grosbety, seconded by Carey to approve contract with consultant as presented in the budget that was approved at the last meeting. The term of the contract expires June 30, 2014. Ms. Day mentioned that she wanted to re-visit the tourism director position, as proposed by the Chamber last year, as this proposal was never fully decided. Sollitt's contract and scope of work were initially approved as an interim measure until a full discussion of the Chamber proposal could take place. Motioned carried unanimously.

#### SHIFT October Event

Christian Beckwith presented an update on SHIFT and the October event. *attached hereto*. Board members generally approved the direction taken. Day raised the question of value of doing an event in 2013 versus focusing all resources on 2014 launch. Beckwith felt that it is important to do a 2013 event as a beta-test of the concept and to help inform plans for 2014 launch. Discussion included potentially hiring Liz Gibbs to consult with planning for the event. The plan to contract with Gibbs was already in place prior to her selection for the TTB Board. Despite the pre-existing nature of the arrangement, there was some concern about subcontracting with a board member and a motion was made to table this contract until the Board could get additional legal counsel. Valerie Linsenmann voiced concern about having a related parties transaction with the Board. Jeff Golightly also commented that the public perception may not be positive even if this contract is legal. Board will seek legal counsel.

#### JHTTB Signing of MOU for Jackson Hole & Yellowstone Sustainability Program

Tim O'Donahue requested that JHTTB sign the MOU for the Jackson Hole and Yellowstone Sustainability Program, circulated in their packets. He updated board that 21 entities have signed the MOU to date, with 5 more agreeing to sign within the next few days. Sackrey motioned to sign the MOU, seconded by Day. Ms. Gibbs suggested that Tim O'Donahue follow-up with the Board with a communications plan to illustrate how this effort will be communicated to the community and public at large and demonstrate a ROI for the TTB. O'Donahue agreed to do so. 4 in favor, one opposed and one abstain. Motion carried.

#### Election of Officers

Chairman Price presented a slate of officers for next Fiscal year. Chairman Price's term as chair will expire on 6/30/13, as set in the Bylaws of the Board. Price made a motion to nominate Ms. Sackrey as Chair, Mr. Pruzan as Vice-Chair, Mr. Carey as Secretary, and Ms. Gibbs as Treasurer. Ms. Gibbs respectfully declined due to her other time commitments and her status as a new Board member. The motion was amended by Price with Mr. Grosbety taking the role of Treasurer.

Seconded by Day. The motion carried unanimously. Ms. Day requested that next year the board have a more formal and transparent process for nominating officers. Ms. Sackrey thanked Chairman Price for two years of service as Chair, affirmed by the full Board.

Matters from Board & Consultation:

Day: Earlier, the Board had agreed to make final decisions regarding special events sponsorships for 2013-14 by June 30. Ms. Day requested that these decisions be made during the regularly scheduled July 11 meeting, giving the Advisory Committee more time to consider their recommendations. The Board agreed. Ms. Day also requested that we invite new people to serve on the Special Events Advisory Committee, as some former members are unable to serve again. Board agreed. Day requested suggestions for Advisory Committee from Board members.

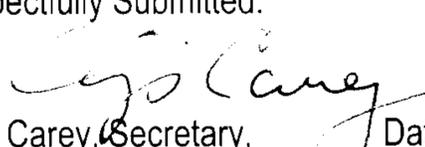
Chairman Price made a motion to adjourn meeting, seconded by Grosbety, meeting adjourned, 3:54 p.m.

Adjourned

Respectfully Submitted:

Chip Carey, Secretary,

Date

 7/19/13

Approved by the Board on July 11<sup>th</sup>, 2013 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

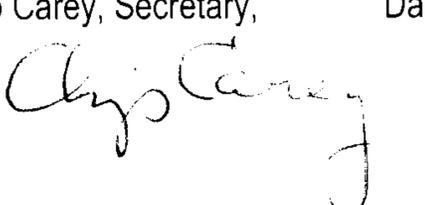
Attested

Ponteir Sackrey, Chair

Date

Chip Carey, Secretary,

Date

 7/19/13