

Jackson Hole Travel and Tourism Joint Powers Board
Regular Monthly Meeting Minutes
March 14th 2013

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on March 14th, 2013 at 2:00 p.m. at the Town Council Chambers, 40 E. Pearl Street, Jackson, WY.

Call to Order/Pronouncement of Our Aim

Meeting was called to order at 2:02 by Chairman Price. A quorum was present with Chip Carey, Aaron Pruzan, Ponteir Sackrey, and Candra Day. Bruce Grosbety was absent, and Mike Geraci called in.

The Chairman called for Public comment and there was none.

Approval of Minutes

A motion was made by Ms. Sackrey to approve the February 14th, 2013 minutes. Seconded by Ms. Day, minutes approved unanimously

Voucher Review and Approval

The Board Treasurer, Sackrey presented vouchers #1235-1254, in the amount totaling \$169,570.49. Mr. Pruzan made a motion to approve, seconded by Mr. Carey. During discussion, Mr. Day asked what the Mt. News Corporation voucher was for, and Ms. Sollitt explained that it was from a OntheSnow title Sponsorship of their newsletter from a December 6th buy that Cactus executed with the winter campaign message. The invoice had come through late. Motion was approved unanimously.

World Travel & Tourism Council's Global Travel Summit Funding Request

Liz Gibbs, Director of Communications from the Fine Dining Group presented some background on the WTT Council Global summit, attached hereto. She requested the TTB fund her travel to the conference in the amount of \$1,200. She indicated that she will have a live tweet while there and offered to present her findings to the TTB and the community at large upon her return. Several members of the board, while supportive of her efforts, were concerned about funding a one-off that is not part of an overall plan and suggested that requests like these be vetted through the Chamber. The chamber sent Ms. Gibbs to the TTB because this was an invite only event, and Ms. Gibbs was invited. Ms. Day commented that she likes the idea of citizens taking this initiative, and was impressed by citizen engagement potential. Chairman Prices expressed that the same goal could be achieved by funding this privately. After more discussion, a motion was made by Ms. Day to approve request for \$1,200 with provision of plan for public presentation that contributes to educate community about tourism conference and the TTB will develop guidelines for this type of request before we accept future requests and develop a budget item. It was seconded by Ms. Sackrey, motion approved, 4 yes, one oppose, one abstain.

Cactus Winter and Spring Campaign

Gennifer Hobbs, Account Director and Ryan Johnson, Associate Creative Director/copy writer presented the winter results and Spring Campaign.

Winter final results: 81.4 million paid media impressions resulted in .15 click thru rate = 3% higher than last year with same amount of money. Click thru's peaked during rich media execution. 120,000 visits to winter.jacksonhole.com: Side by side comparison showed that with the same media budget we achieved almost double the traffic to winter.jacksonhole.com and achieved higher click thru rate.

Spring Campaign: Objective is to increase visitation of Jackson Hole from Mid April thru late May. Target is Authentic Baby boomer. Message: Spring is perfect time to visit majesty of Jackson Hole. Media strategy is drive market due to limited flight access and limited budget. The landing page, which is now, visitjacksonhole.com presents a fun approach to reveal the beauty, a blanket of snow opens to a highly visual spring shot with lots of color and majesty. The page is also responsive design, where it expands and contracts to keep the user engaged. The insert is a bold Teton shot with the headline of an Ecosystem Awakening which illustrates the awakening of Spring with color, animals and activities. The back side of insert will have smaller photos with lists of spring activities and event. Discussion ensued in which Ms. Day complimented Cactus on the creative moving in the right direction and responsiveness to the marketing committees feedback, as did Mayor Barron who indicated that the ad campaign is really reflective of our ecosystem...Beautiful nature shots and the Winter campaign was very reflective of more things to do here.

Southgate Park Road Plowing:

Jeff Golightly, Executive Director of the Jackson Hole Chamber of Commerce presented an update on the plowing of the roads in Yellowstone and the potential delayed openings due to sequestration. He proposed that the TTB fund \$56,000 towards the cost of WDOT plowing the SouthGate and that the Chamber would match up to \$14,000. First determine if it is legal, and beyond that we could approach outside funding sources for funding, i.e. attract other funding from business. High Country Linen has already agreed to fund some and than the Chamber would go back to town and county for funding. There was much discussion and public comment and a motion was made by Ms. Sackrey to fund the initiative of \$56,000 not to exceed \$70,000 if costs go higher with the caveat that the county attorney approves. Mr. Carey seconded. Discussion ensued about the community getting involved and making this a community effort with fundraising. Motion was amended to add, that TTB would fund the \$56,000 and the Chamber would fundraise for the additional \$14,000 and the TTB would help you get to \$70,000 if necessary. A vote was taken, and the motion passed unanimously.

Events Subcommittee Update on Grant cycle and guidelines

Ms. Day presented the revised guidelines for the event granting process. She informed the board that #4, Major events, festivals and coordinated events programs, was not ready for approval as members of the Central Events Committee were still reviewing. As this is the first time in Jackson Hole history that one entity is trying to coordinate events, this process may take some time. Ms. Day asked the board to review guidelines as are, except item #4. The Special Events committee is going to take a step back and review the recommendations of the CEC and will come back in April.

October Event Contract

Deputy County Attorney Keith Gingery presented a revised contract to the board based on input from board members. Mr. Beckwith now has a new company, Venture Collective, LLC, which will

be re-elected in the contract. Attorney Gingery also suggested that the board appoint one person as the representative from whom Mr. Beckwith will get direction and suggested Ms. Sackrey. He also suggested that the board amend the budget to reflect the payment plan for the remainder of the budget cycle. A motion was made to approve the contract with the three changes, new company name, assign a point of contact and allow Mr. Beckwith a chance to review with Attorney Gingery. Motion passed unanimously.

Preliminary Budget Discussions:

Treasurer Sackrey presented a preliminary budget to the board and asked that each subcommittee review their budget items and report back to Ms. Sackrey before the April meeting. The TTB is projecting 2.6 million for FY'14. Ms. Day asked that we align the budget with the elements of the strategic plan including; Inventory of amenities, sustainable destination goal, effective loyalty program in form of an App and devising a good monitoring program. She suggested taking the \$25,000 from brand development and placing toward the above initiatives

Matters from the Board

Mr. Golightly made a request to fund the airfare for Chris Chesick, from the ATTA who is visiting Jackson March 29th for an Adventure connect event and to explore the feasibility for a world summit here in Jackson Hole. The Chamber is already a member of the ATTA based on a recommendation from the TTB earlier in the year. Edey Smith from Central Reservations volunteered the airfare from Central Reservations.

Attorney Gingery suggested that the TTB is now the face of tourism and that 1:1 meetings are so important. The work the TTB did in Cheyenne paid dividends. He requested that the TTB fund either a lunch or dinner for his upcoming Judiciary committee at Teton Mountain Lodge May 13-14th.

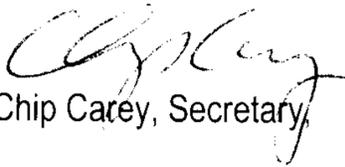
Chairman Price announced that Mr. Geraci is resigning from the board due to a job conflict with his current position at a Montana ad agency that handles the Montana Tourism account. Ms. Sollitt will contact the county so they may begin the notification process for open positions and renewing positions.

The April board meeting will be moved to Tuesday, April 16th, at regular time and location.

Mr. Pruzan made a motion to adjourn meeting, seconded, meeting adjourned, 4:57 p.m.

Adjourned

Respectfully Submitted:


Chip Carey, Secretary,

Date 5/9/13

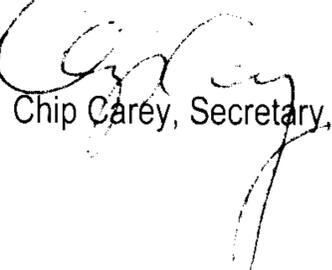
Approved by the Board on May 9th, 2013 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested


Stephen Price, Chairman,

Date

5.9.13


Chip Carey, Secretary,

Date

5/9/13