

Jackson Hole Travel and Tourism Joint Powers Board
Regular Monthly Meeting Minutes
May 9, 2013

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on May 9th, 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 12:08 p.m. by Chairman Price. A quorum was present with Chip Carey, Aaron Pruzan, Ponteir Sackrey, and Bruce Grosbety who arrived later. Candra Day was absent.

Public comment:

Lisa Samford, Jackson Hole Wildlife Film festival presented One Day Jackson Hole and requested the Board underwrite the project either with: 1), \$2,500 to have film on our website, 2). \$1,500 for "Teton Sponsorship" to underwrite event on June 20th, 2013. Ms. Sackrey indicated that she is not sure the event suits the purpose of the tax fund and that it does not bring people from out of town. While the Board likes the event, they suggested that Ms. Samford apply for funding for next year through the next cycle that is upcoming, since FY'2013 grant funding is completed.

Jeff Golightly updated the board on the Plowing of the South Gate and indicated that the cost is \$13,200 under the budgeted amount, total \$57,200.

Carrie Geraci presented on behalf of Jackson Hole Public Art. Request permission to reposition the Open Air grant of \$5,000 that was awarded as the event has evolved to Earthbound and the timing has changed as has the art. It will now be installed in June through October vs. early June as presented in the grant. Ms. Geraci also presented another request for upfront funding for the installation of Cloud City as this is an exceptional opportunity and has future implications for access to international artists. This installation will be end of August through Oct. Discussion included the fact that the net effect is spread out. Motion was made by Sackrey to 1). first allow the Jackson Hole Public Art redirect already received grant to Earthbound, and 2). JH Public art can put an appeal in current grant cycle for deposit money for Cloud City for Aug-Oct.2014 installation, seconded by Pruzan, no comment, vote 4 in favor. Motion carried.

Holly Pratt from Wyoming Council of International Visitors provided the board with an update on the WCIV's hosting of delegates from all over the world coming to Jackson Hole to meet. They are bringing a total of 200 heads in beds between June 10-11th this year.

Approval of Minutes

A motion was made by Mr. Grosbety to approve the April 16th minutes, seconded by Sackrey, minutes approved unanimously.

Voucher Review and Approval

The Board Treasurer, Sackrey presented vouchers #1269-#1286 , in the amount totaling \$244,363.82. Grosbety made a motion to approve, seconded by Pruzan, motion carried.

World Travel & Tourism Council Report;

Liz Gibbs reported back on her recent trip to the WTTC in Abu Dhabi. She provided an overview of her trip, (complete presentation at 4jacksonhole.org). She reminded the Board that this was an invitation only event valued at \$20,000. The theme was Time for Leadership and the entire summit revolved around sustainable tourism. The WTTC sees sustainable tourism as the #1 issue facing our world today. Board thanked her for a job well done.

Cactus Communications:

Cactus presented the Spring Dashboard to date, attached hereto, along with the Fall marketing campaign timeline and the Marketing Plan timeline. Cactus reported that the Spring campaign has already exceeded last Spring's campaign results significantly due to changes in media and messaging strategy from last year. Chairman Price requested that Christian Beckwith be included in the Monday Marketing subcommittee status call to incorporate SHIFT in discussions.

Adventure Travel Trade Association, (ATTA), update:

Jeff Golightly, Executive Director of the Jackson Hole Chamber of Commerce presented an update on the ATTA Mini summit and World summit. Hosting the mini-summit greatly increases the likelihood of hosting the World summit. Golightly also stressed the importance of sending a strong contingent to the next world summit in Namibia. Discussion included; who to send, how to fund, is this invite only or open to community, key people should include Mayor, Diane Shober from WOT. Golightly also shared a survey he conducted with Chamber businesses that provided a ranking of the shows they would like attended. Golightly suggested a supplemental budget meeting in July once cash position is determined to fund the gaps in ATTA Mini-Festival and Namibia attendance.

Budget Discussion:

Board reviewed the budget and agreed to fund six attendees for Namibia plus a \$6,000 sponsorship fee. A motion was made to accept the budget with the change in the sales number to \$176,000 and to add a line under NER for the ATTA for \$59,000. Starting cash would also increase to \$431,510. Motion seconded by Carey. Discussion included adding \$50,000 in miscellaneous for contingency funding or "rainy day" funds. Motion was amended to include \$50,000 in miscellaneous, budget voted upon and passed unanimously.

October Event:

Christian Beckwith presented an update on the October event. He asked if any of the \$150,000 budget to market Jackson Hole as a destination in the Fall could be used to promote SHIFT. Chairman Price indicated that that money is earmarked for destination promotion and that SHIFT has \$100,000 earmarked to promote year one. SHIFT will be supported like all other events in the overall destination marketing campaign, i.e. on website and in ad campaign. Chairman Price recommended that Beckwith put together a budget to determine marketing needs and also suggested that Beckwith join the weekly calls with the marketing subcommittee. Beckwith has set internal goal of July 15th to narrow down ideas. Two Facebook pages and a Twitter page have been built. First year will be called Zero SHIFT.

Mr. Pruzan made a motion to adjourn meeting, seconded, meeting adjourned, 3:01 p.m.

Adjourned

Respectfully Submitted:

Chip Carey, Secretary,

Date

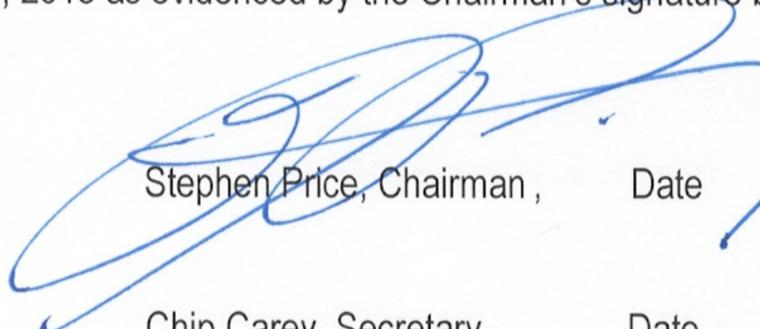
 7/2/13

Approved by the Board on June 6th, 2013 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

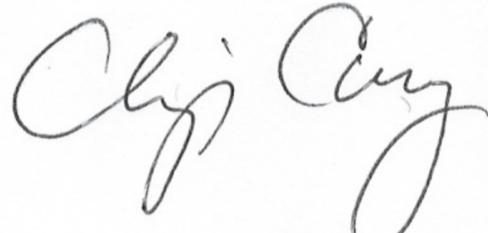
Stephen Price, Chairman,

Date

 7/2/13

Chip Carey, Secretary,

Date

 7/2/13