

Jackson Hole Travel and Tourism Joint Powers Board
Regular Monthly Meeting Minutes
November 8, 2012

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on November 8, 2012 at 2:00 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 2:00 by Chairman Price. A quorum was present with Chip Carey, Ponteir Sackrey, Mike Geraci, and Candra Day. Bruce Grosbety called in later. Aaron Pruzan was absent. Chairman Price welcomed Mike Geraci to the board as the new appointee replacing Jeff Golightly.

Approval of Minutes

A motion was made by Sackrey to approve the October 11th, minutes. Seconded by Carey, minutes approved.

Voucher Review and Approval

The Board Treasurer, Ponteir Sackrey presented vouchers 1116, 1172-1186, but asked that vouchers 1172, 1176, 1178,79, 80 and 81 be held for further review and back-up. Carey motioned to approve all but those held, seconded by Geraci, vouchers approved.

Budget Discussion:

Treasurer, Ponteir Sackrey reported that the budget is 17% over last years budget and 11.5% over forecast. Currently there is 1.4 million in available cash, so Sackrey suggest placing \$400,000 in savings and asked for a motion to approve a transfer of \$400,000 to savings. Sackrey suggested looking into other savings vehicles too. Geraci made a motion to transfer 400,000 into a savings account to be researched by Attorney Gingrich. The motion was seconded by Chip Carey and approved.

Retreat Subcommittee Recommendation

Jeff Golightly, Executive Director of the Chamber spoke on behalf of the subcommittee. He suggested to the board that this committee be given more time and present at the December meeting. Board agreed.

October Event Next Steps presented by subcommittee.

Ponteir Sackrey presented a recommendation to the Board based on the findings from the feasibility presentation and the October event subcommittee, attached hereto. The subcommittee recommends that the October Conservation event move forward. Day made the following motion to move the October event forward.

- 1). The goal is for a mini event in 2013 with the full event in 2014, 2013 would be the pilot.
- 2). Recommend an allocation to contract a consultant for \$50,000 with hiring procedure approved by Attorney Keith Gingery
- 3) Recommend that 50,000 of seed money be set-aside for 2013 pilot derived from the \$33,081 events budget and \$16,919 from the miscellaneous category, per Sackrey's outline.

4). Pending success and approval of board on annual basis, set-aside \$150,000 in 2014 and \$100,000 in 2015 based on annual review.

Motion was seconded by Carey, approved, 4-0 vote.

Discussion ensued about the term Pilot and it was suggested to use term inaugural instead of Pilot. There was also discussion about making this a line item or subcategory in budget and Day reiterated that it would be subject to annual review. Board discussed the need to move quickly on hiring with the goal of having someone in place in January.

Next Retreat Date

Scheduling options were reviewed by the board for a retreat, or workshop, to discuss brand, logo website and destination marketing plan. After review of calendars, it was agreed that in lieu of the January board meeting, the board would hold a retreat/workshop for the aforementioned topics during its regularly schedule board date of Thursday, January 10th. Cactus representatives will also attend.

Matters from the Board

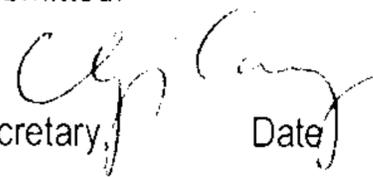
Chip Carey presented an update on the collaborative efforts of the TTB marketing subcommittee, JH Air, and Central Reservations to evaluate and monitor the load factors for incoming flights to Jackson Hole. American Airlines is down significantly and with the guarantee, the collective group is exploring ways to boost this route along with feeder cities for this route to meet the minimum guarantee. Carey indicated that the committee has to be tactical to respond to NOW time. He encouraged that all involved entities including the JH Chamber get the word out about flight service to Jackson Hole. Edye Smith reported that Cen Res has spent \$56,000 out of the \$200,000 buy down for flight deals and has seen a 9X return rate, (gross revenue \$495,123).

Discussion returned to the October event and qualifications for consultant position and what that persons role will be? Project manager or project manager with vision. Day believes that the PM should have both qualifications. Price suggested reaching across many organizations, i.e. town and county to help define role. There was discussion on the Chambers role and the general consensus was the Chamber would be involved in all events, including October.

A motion was made to adjourn meeting, seconded, meeting adjourned, 3:20 p.m.

Adjourned

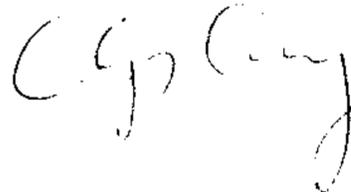
Respectfully Submitted:

Chip Carey, Secretary,  Date 12/13/12

Approved by the Board on December 13, 2012 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Stephen Price, Chairman, Date 12-13-12

Chip Carey, Secretary,  Date 12/13/12