

Jackson Hole Travel and Tourism Joint Powers Board
Regular Monthly Meeting Minutes
October 11, 2012

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on October 11, 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 2:07 by Chairman Price. A quorum was present with Chip Carey, Candra Day, Ponteir Sackrey, Aaron Pruzan, Bruce Grosbety was absent.

Approval of Minutes

A motion was made by Sackrey to approve the September 13th, minutes. Seconded by Pruzan. Day suggested an adjustment to the minutes, discussion ensued, board voted 3-2 to keep minutes as presented.

Voucher Review and Approval

The Board Treasurer, Ponteir Sackrey presented vouchers 1153-1171 for \$175,377.35, seconded by Day, approved unanimously.

Budget Discussion:

Sackrey reported that the budget is 86% of forecast but August receipts were down. Overall, still up \$150,000. Day thanked Sackrey for taking on role as treasurer.

Cactus Presentation:

Fall Results:

Cactus would like everyone in community to participate in social elements of the campaign. The #jacksonhole has resulted in over 17 million impressions. The fall campaign click thru rate is up from spring at .12% vs. .07% and Cactus indicated the high impact impressions are paying off.

Winter Campaign: "There's more to winter"

This year's benefit is getting in market sooner and adding nine weeks to schedule, which will enable 24 million added impressions to this winter's campaign.

"There's more to Winter", focuses on totality of brand experience, we own skiing, we want to take it further. Highlight the three pillars; adventure, nature, culture and include these elements and focus on all of the things that make Jackson Hole special. Full presentation lives on the www.tetonwyo.org/travel site. Day asked that she edit/review the wording for the copy that will be linked to the GSTC icon that appears on the lower right of the winter landing page.

Discussion ensued over the brand and branding exercise. Day questioned if this exercise has taken place. Price suggested a half-day retreat with Cactus to revisit brand, logo destination website and destination marketing plan. There was concern that with limited funds a rebranding, with logo and destination website would not be feasible, but would be a discussion at retreat. A date will be chosen sometime before end of January.

October Event Feasibility Update:

Clare Payne Symmons presented the feasibility study on the October event that is attached hereto. Symmons concluded that the October event is feasible but will take considerable organization and collaboration. Chairman Price suggested that the event subcommittee meet and outline the next steps for the proposed October event.

Global Sustainable Tourism Council, (GSTC), conference update:

Tim O'Donahue presented an update from his recent participation at the efforts of Early Adopters program for sustainable development and annual conference in Washington, DC., attached hereto. He concluded that Teton County has the potential to be a leader in Sustainable Tourism, but we are not organized. There was much discussion on how we would do this, who would do this and how this would be funded. Tim O'Donahue volunteered to get more information on existing models to learn how we can best organize as a community. Existing local stakeholders will develop a proposal and bring to the Travel & Tourism Board.

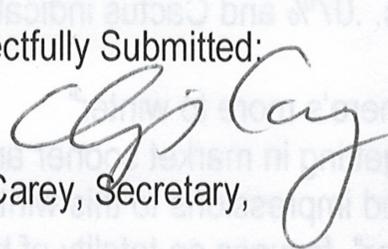
Town & County Update:

Charlotte Reynolds presented an update on the County efforts to communicate how the lodging tax funds are being used. Logo is completed and County has a draft plan on how to disseminate their information. Some tactical elements include:
banners for events, brochures, a website that Sollitt and TTB are currently developing, news releases, possibly hiring a PR firm and paid advertising.

A motion was made to adjourn meeting, seconded, meeting adjourned, 4:20 p.m.

Adjourned

Respectfully Submitted:

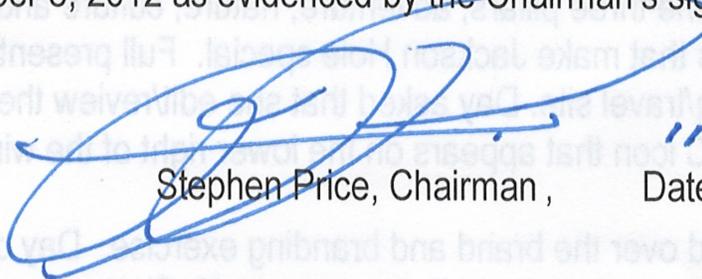
 11/8/2012

Chip Carey, Secretary,

Date

Approved by the Board on November 8, 2012 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

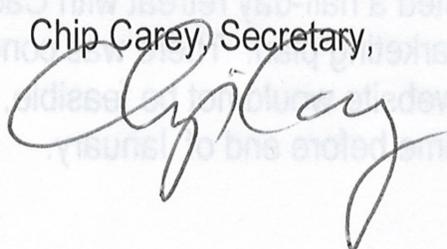
 11.8.12

Stephen Price, Chairman,

Date

Chip Carey, Secretary,

Date

 11/8/2012