

Jackson Hole Travel and Tourism Joint Powers Board
Regular Monthly Meeting Minutes
September 8, 2016

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held September 8, 2016 at the Town Council Chambers, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The meeting was called to order at 3:00 p.m. by Vice -Chairman Herron. A quorum was present with Mike Halpin, Stephen Price, Brian Modena, Aaron Pruzan and Brian Gallagher. Alex Klein was absent. Attorney Weisman was present.

Public comment:

Sollitt requested an agenda modification and asked that Item #9, SHIFT no longer remain an action item, just discussion. It will appear as an action item on a later agenda. Mo Murphy, Events Liaison, JHTTB and Events Director, JH Chamber updated the board on the recent Jackson Hole Marathon. She reported that the event had 640 participants and over 90% were from out of town. She thanked the board for their initial investment four years ago and the event is now successful on its own without funding from the JHTTB. Ponteir Sackrey, President of the Center Fund at the Center for the Arts informed the board that they had hired Word PR to assist with the upcoming Cultural Arts Press Fam trip that the JHTTB is partially funding. Lisa Samford, Director, JH Wild thank the board for funding the first ever conservation film festival that has subsequently gained national and international recognition.

Approval of Minutes:

A motion was made by Price to approve the August 11th regular minutes, seconded by Halpin, there was no discussion, minutes approved.

Voucher Review and Approval:

Halpin motioned to approve vouchers 2014-2016 for \$234,351.60. Price seconded, no discussion, motion carried. Treasurer Halpin updated the board with September 2016 collections were are up 8% over last year. Summer collections are shaping up nicely.

Contract for Executive Director Contract Position:

Attorney Weisman presented the board with the contract for Executive Director services with the JHTTB and She Corporation, owned by Kate Sollitt. Halpin motioned to approve contract, seconded by Price, there was no discussion, motion carried.

Barnhart/Tempest Fall campaign Update:

Christine Cowan, Group Account Director, Barnhart presented the overview for the Fall 2016 campaign. The presentation included the JH selling strategy, brand pillars and overall communications strategy. Fall media spend includes \$120,000 in digital, with a mix of fall and winter placement. 80% impressions are for fall and 20% winter impressions. This reflects a change from last year as we learned that the winter vacationer is planning earlier so we want to reach them earlier with our winter messaging. The campaign includes major video networks to place native video advertising and video in content buying . Currently we are seeing a 65% completion rate for video with a click rate that is 3X higher than national average.

We also have a mix of print inserts in regional newspapers running on two Sundays, 8/28 and 9/11. Barnhart conducted tagline research from last year's campaign with RRC and is recommending, based on the research, to continue with the "Your Inner Wild is Calling" tagline.

The visitjacksonhole website will be richer in content this year as Tempest sets up an aggregator to pull content from other local sites to enhance our site. The winter campaign launches 10/1 so there will be no downtime from Fall to Winter promotions. The current winter campaign includes inflight video on United, American and VirginAir in the U.S. The videos include a repurposed Travis Rice video and a new Jimmy Chin video.

SHIFT Update:

Christian Beckwith, Center for Jackson Hole, presented the board with an update on the upcoming SHIFT Festival, 10/13-16, 2016, which the JHTTB funds. The formula developed last year, the intersection of outdoor recreation and conservation is working, but he doesn't want to only focus on Heads in Beds and ignore the strong conservation story that is so much a part of Jackson Hole's history. The Outdoor Industry is a \$646 billion industry that is suddenly garnering attention from Washington, D.C. and land managers throughout the West. Elements of the festival include; featured speakers, the summit, emerging leaders program and a cultural relevancy program including Latinos, urban millennials and people of color as part of the conversation. The Outdoor Bloggers Summit will be here too and be the megaphone for SHIFT. Beckwith indicated that the investment in SHIFT is accruing value as our stock rises on national level. Halpin asked Attorney Weisman if the JHTTB should license the SHIFT name in other states. Weisman indicated that this certainly is an option but ultimately the board has to decide what they want to do with SHIFT in the long term. It is not just a matter of licensing the name in other states, it is also defending that name. Pruzan supports this idea as Jackson Hole can be positioned as the birthplace of modern conservation, in addition to our rich history in conservation with Grand Teton and Yellowstone National Parks. This will be a good discussion for next retreat.

Crisis PR Plan and Protocol:

Stephen Price believes it is not the job of the JHTTB to handle crisis PR. The JHTTB is not operational, but is there to provide vision, guidance and funding. He believes that a Crisis PR plan should be in place and perhaps the Chamber can develop with assistance of Keely Herron, current JHTTB Public Information Officer liaison, and Sollitt. Pruzan agreed that Chamber should have a central role. Jeff Golightly informed the board that the Chamber's current role is to inform the community from the inside, with a business focus through membership and the list serve. They capture folks here and currently don't have capacity to go outside. Price indicated using Barnhart PR as a resource and getting town and county more involved. Golightly indicated that the town and county's position is all about internal messaging to the community for safety purposes. Price recommended this group create a plan. Brian Modena indicated that this is a good role/fit for a destination PR person.

Committee Updates:

Special Events committee: Committee will provide Spring Event recommendation at October meeting.

Marketing committee: No update as Agency presented.

Matters from Board & Consultant:

Price reminded board of upcoming WLRA State Hospitality conference hosted at Jackson Lake Lodge September 21-22.

Price made a motion to adjourn, Modena seconded, meeting adjourned at 4:28 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board October 13, 2016 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Alex Klein, Chair Date

Secretary, Date