

Jackson Hole Travel and Tourism Joint Powers Board
Regular Monthly Meeting Minutes
October 13, 2016

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held October 13, 2016 at the Town Council Chambers, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The meeting was called to order at 3:04 p.m. by Chairman Klein. A quorum was present with full board including; Mike Halpin, Stephen Price, Brian Modena, Aaron Pruzan , Brian Gallagher and Keely Herron.

Public comment:

Klein apologized for starting minute a few minutes late as board members were listening to Governor Mead and the Governor of Colorado open SHIFT 2016. Ponteir Sackrey, President of the Center Fund at the Center for the Arts updated the board on upcoming Cultural Arts Press Fam trip that the JHTTB is partially funding with a list of attending media. Kristan Clark, Rendezvous Event management thanked the board for supporting the Fall event which has already garnered a placement on fall hiking reaching over 2.7 million and is actively pitching a piece to LA Times and USA today. Clark indicated that she is planning another Winter Press event to host an authentic experience targeted at lifestyle and travel and will return to the board in December for an official funding request. Kathryn Brackenbridge, representing JHMR shared a recap of the Fall media event, Jackson Hole Odyssey, hosted in New York in September. The event hosted 150 guests with 60 journalists at LaSirena in Manhattan. Brackenridge indicated this was strongest turnout in three years and the social media exposure was tremendous with posts on Instagram and Facebook throughout the event. She then shared a video of the event. Press will be shared as it publishes.

Approval of Minutes:

A motion was made by Halpin to approve the September 8th regular minutes, seconded by Price, there was no discussion, minutes approved.

Voucher Review and Approval:

Halpin motioned to approve vouchers 2027-2055 for \$654,311.47. Price seconded, no discussion, motion carried. Treasurer Halpin updated the board with October 2016 collections that are up 6.3% over last year. Halpin also shared a new graph depicting adjusted tax collections along with occupancy rates. Price commented that county tax collections are at approximately \$870,000. to date with town collecting roughly \$475,000 to date.

JHMR Rendezvous Event Funding Request:

Adam Sutner, Chief Marketing Officer, JHMR presented a brief overview of last year's Rendezvous Festival and a proposal to continue the event for 2017 with a funding request of \$450,000. Sutner reiterated that the goal of the event is to increase visitation at the end of March, which is traditionally a slower time for the destination, particularly vs. competitive destinations. Last year's event generated the highest destination attendance and visitation during the weekend at 79% average. According to a chamber analysis prepared post 2016 event, the event generated approximately \$5.8 million for the destination. Changes would be incorporated for this year based

on last year's findings including having the headliner, Zac Brown start earlier i.e., 5:30 p.m. Klein called for public comment that included; Maureen Murphy, JH Chamber in support of the event, Jim Waldrop, General Manager, Wort Hotel, Tyler Barker, General Manager, Teton Mountain Lodge and Terra, Carrie, Snake River Lodge and Steve Meadows, Town Squares Inn, former Mayor Mark Barron, and Music promoter Dom Gagliardi, all in favor of the event due to the economic impact and visitation. Price made a motion to approve the funding, pending review from legal on use of reserves or general fund and formation of steering committee, seconded by Herron, motion passed unanimously. Discussion included, date of event and possibly pushing later for future years, collaborating with hill climb, local ticket pricing and possibly leaving money on table, this level of event puts JH on radar for music venue. Klein indicated that Mike Gierau from JH Air supports the event. Herron commended resort for BHAG and noted that the JHMR has the staff to pull this off.

WLRA Fall Summit Sponsorship:

Stephen Price motioned to sponsor the Fall Summit of the WRLA/WTIC tourism conference, retroactively, Halpin seconded, motioned passed. Klein abstained.

Committee Updates:

Special Events committee: Maureen Murphy, liaison, special events presented the latest recommendation for funding Spring events for FY'17. The total funding for all events is \$317,000 which is a bit of a savings from \$335,000 allocation. Price asked that going forward, event liaison provide an executive summary of events and add a column to spread sheet including more results metrics and brief notes. Price made a motion to approve 9 highlighted events in an amount not to exceed \$85,000, seconded by Herron, motion carried.

Marketing committee: Sollitt updated board on Chamber Business lunch presentation in which Christine Cowan from Barnhart presented a fall recap and preview to winter. Sollitt also updated board on the morning's community workshop where a shared asset library was presented to the community by Tempest and David West from Libris.

Matters from Board & Consultant:

Board discussed potential dates for January retreat, which was decided for Friday, January 13th, location TBD. Aaron Pruzan stated that in the future, he did not want the TTB meeting to conflict with SHIFT again as Board members had to exit SHIFT in middle of Colorado Governor's address. Sollitt reminded board of November 10th social gathering of all partner boards including, JHTTB, JH Air, JH Cen Res, JH Mountain resort at Wort Hotel, following November board meeting.

Price made a motion to adjourn, Modena seconded, meeting adjourned at 4:45 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board November 10, 2016 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Alex Klein, Chair

Date

Brian Modena, Secretary,

Date