

**Jackson Hole Travel and Tourism Joint Powers Board
Regular Monthly Meeting Minutes
November 10, 2016**

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held November 10, 2016 at the Town Council Chambers, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The meeting was called to order at 3:01 p.m. by Chairman Klein. A quorum was present with board members including; Mike Halpin, Brian Modena, Aaron Pruzan, Brian Gallagher and Keely Herron. Stephen Price tried to call in but could not get reception. Attorney Weisman was also present.

Public comment:

Ponteir Sackrey, President of the Center Fund at the Center for the Arts updated the board on the recent Cultural Arts Press Fam trip that the JHTTB partially funded with a schedule, recent social media posts and a post event survey. She thanked the board for their support. Jeff Golightly, President/CEO of JH Chamber presented a summary of an upcoming request for the JHTTB to fund additional visitor service support at the airport this winter. This is above existing visitor service funding. The goal is to expand the services and provide a more professional footprint. Golightly reviewed the proposal and outlined the costs, approximately \$20,000 and indicated that the Chamber will come before the board with a formal request at the December meeting. Amy McCarthy, board member, Center for Jackson Hole presented on behalf of the SHIFT festival and underscored the success including the emerging leaders program, Wyoming Governor and Colorado Governors' participation, sold out evening events, and other areas of success. McCarthy indicated that other boards that have been engaged in the event are planning their board meetings around SHIFT next year. She indicated that Christian Beckwith will come before the board in December to request continued funding.

Approval of Minutes:

A motion was made by Halpin to approve the October 13th regular minutes, and October 24th Special meeting minutes, seconded by Herron, there was no discussion, minutes approved.

Voucher Review and Approval:

Halpin motioned to approve vouchers 2056-2074 for \$242,325.36. Herron seconded, no discussion, motion carried. Treasurer Halpin updated the board with November 2016 collections that are up 6.8% over last year and YTD up 7.07%. Halpin also shared a lodging summer/winter pillow count for the county. It appears the count is consistent with the tax collections, higher in summer months when there are more beds, vs. winter.

Xanterra – Yellowstone Fam Trip:

Sollitt reported that Rick Hoeninghausen requested this be removed from agenda due to timing, conflict with another Fam trip, logistics and need to visit the northern end of Yellowstone, making this trip not viable.

JHMR Rendezvous Event Funding Budget Allocation:

Treasurer Halpin motioned to move \$200,000 out of maximum reserves spending and place in the

large event funding line item to assist in funding the Rendezvous Festival. Keely Herron seconded the motion, there was no discussion, motion carried.

JHMR Rendezvous Event funding agreement.

Sollitt presented the contract that both she and Attorney Weisman had reviewed and that JHMR had approved. Adam Sutner updated the board on the steering committee that was formed for event planning and oversight. The committee includes Brian Gallagher from the TTB, as well as Rich Ochs, Public Information Officer, Darren from the Transportation office of the county, Mo Murphy, Events Liaison and Anna Olson, Adam Sutner, JHMR. Mike Halpin made a motion to approve contract as presented, Herron seconded. Gallagher asked if Item 2, letter H could be amended to reflect that all profits go back to the JHTTB to protect the public and put the money back to work to promote the destination. Klein asked who covers loss, if there is one and JHMR indicated they absorb it. Attorney Weisman indicated that if the board agreed, this amendment could be made. Sutner indicated that in event of profit, and JHMR agreed to share financials, he would consider alternative, but indicated they manage to break even. Brian Modena asked if the money could be carried over to following year for future event funding in the spirit of cooperation and to continue this successful event. Attorney Weisman indicated to do this she'd prefer a two-year agreement if the board preferred to carryover funds as this agreement is specific to this event. Gallagher amended the motion, and Klein requested council amend the language in the contract to reflect item 2, letter H, that all profit are returned to JHTTB, and correct funding amount in contract to \$250,000 from \$225,000, (typo) to reflect full amount of \$450,000 funding, seconded by Herron, discussion included a thanks from Adam Sutner. Vote was taken, motion carried.

Committee Updates:

Special Events committee: Chair Klein signed the second round of event contracts that were approved at the October meeting.

Marketing committee: Jesse Ryan, President, New Thought Media presented some additional out of pocket costs that resulted from discussion with the marketing committee to add more live-streaming events and expand snow coverage video of assets in the community, other than JHMR assets. JHMR as agreed to share any winter storm video they produce with the JHTTB and likewise the JHTTB will share any additional winter community assets with JHMR and the entire community on the new Photoshelter platform. Brian Modena made a motion to cover the additional costs of \$2,670 for live streaming video and \$7,235 for filming community storm assets totaling \$9,905. Brian Gallagher seconded the motion, discussion included variety of footage included and interest. Sollitt indicated these funds could come out of contract advertising budget under other opportunities. Vote was taken, motion carried. Sollitt reported on Barnhart action plan predicated from warning letter sent to Barnhart outlining performance concerns. Barnhart has been very responsive and addressed all concerns outlined in letter. Overall the marketing team is pleased with progress. Keely Herron added that it is good for the board to embark on an annual planning process as a group, use a planning calendar and have a strategic plan. It was agreed that these items will be discussed at the board retreat. Bill Schumacher added that Barnhart wanted to assure the board and Chair that they are committed to world class advertising and communications for JH and they have strengthened the team and communications and he is confident that this is a bump in road and the partnership will be stronger. Klein thanked Bill Schumacher and indicated that it sounds like we are on the right path, and our hope is we will stay there.

Matters from Board & Consultant:

Board discussed potential dates for January retreat, Friday, January 13th, no longer works for Board Chair. Chair requested Sollitt email board to find a date that works for all. Modena asked that we address strategic plan and marketing plan at retreat.

Klein made a motion to adjourn, Modena seconded, meeting adjourned at 4:00 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board December 8, 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