

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Meeting Minutes  
January 14, 2021

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on January 14, 2021 via Zoom conference, in Jackson, WY.

**Call to Order/Pronouncement of Quorum:**

The meeting of the JHHTB was called to order at 3:02pm MST by Chair Brian Gallagher. A quorum was established with board members attending via Zoom including Willi Brooks, Cory Carlson, Brian Modena, Joe Madera, and Erik Dombroski. Crista Valentino was absent. Commissioner Barron joined the meeting.

**Public Comment:**

Frank Lane provided an air credit update from JH Central Reservations. To date, reservations for air credit have totaled \$206,000 not including cancelations. ROI currently is 5:1. Promotion with \$300 off effectively is close to flying for free as air fares are so low, so this effects ROI. Currently working on an escape for Spring promotion with JHMR.

**Approval of December 10, 2020 regular meeting minutes, Action Item:**

Brooks made a motion to approve the December 10, 2020 regular meeting minutes as presented. Carlson seconded the motion. There was no discussion or public comment. The motion passed unanimously.

**Vouchers for Review and Approval - Action Item:**

Dombroski made a motion to approve voucher #2872-2880 in the amount of \$262,980.53. The motion was seconded by Brooks, there was no discussion. Vote was taken, motion passes 6-0.

### Treasurer's Update:

Dombroski updated board on collections. November was up 50% vs. projections and currently collections are up \$400,000 vs. actuals from FY'20. Budget reserves are tracking at \$3.7million which is much higher than anticipated at this pace.

**Natural Selection update:** Carter Westfall presented an update. Everything is on track. NS team working with New Thought Media on social media posts. Event taking place in Washakie glade off Teton lift. Not much room for spectator, and best way to watch the event is through Red Bull TV or app.

### Committee Updates:

**Special Events:** Willi Brooks indicated that the committee is working on FY'22 event guidelines and application and should have for board at February meeting.

**Marketing:** Sollitt updated board on marketing, with current efforts that include safety and Know Before You Go, (KBYG). Three influencers arrive next week to cover a variety of activities available in the destination. The Cultural Trip native content is being finalized and scheduled to launch in mid-February and March. Colle McVoy, Sollitt and New Thought to meet with Natural Selection team to finalize deliverables. Modena discussed the balance of promotion vs. safety and board agreed that in light of growing Corona virus caseloads and other destinations having to shut down due to Covid, the board would maintain its course of promoting safety and KBYG message only. Will continue to monitor bookings but general theme this winter is the booking window is very short which allows the board to be nimble in tactics.

### Matters from the Board & Consultant:

Chair indicated that retreat is planned for Friday, February 19, 2021 from 8 a.m-3 p.m. in the Four Seasons ballroom. In-person attendance is optional as Zoom

link will be provided. All safety precautions will be undertaken. Sollitt currently looking for a facilitator.

Carlson motioned to adjourn, seconded by Madera meeting adjourned 3:34 p.m. Adjourned.

Respectfully Submitted:

Brian Modena, Secretary,                      Date

Approved by the Board February 11, 2021 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair                      Date

Brian Modena, Secretary,                      Date