

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
December 13, 2018

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on December 13, 2018 at the Town council chambers, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The regular meeting was called to order at 3:01 p.m. by Chair Gallagher. A quorum was present with board members including; Willi Brooks, Crista Valentino, Brian Modena, Alex Klein, and Cory Carlson. Erik Dombroski was absent. Colle McVoy attended via phone.

Public comment:

Anne Bradley and Julianne Thomas, (Interim director, Center for Wonder), provided an update on the Wildly Creative press trip and media coverage including social media takeovers and coverage in Runaway Chef, Fathom and *Architectural Digest*. Wildly Creative also recently hosted a social media workshop with 50 people in attendance. Christian Beckwith spoke on behalf of Teton Backcountry alliance and asked for the JHTTB's support in their efforts to educate people on Teton Pass etiquette to make sure the pass remains open.

Approval November 8, 2018 regular meeting minutes:

Klein made a motion to approve November 8, 2018 meeting minutes, seconded by Carlson, there was no discussion, motion carried.

Voucher Review and Approval:

Klein motioned to approve vouchers #2510-2523 in amount of \$244,460.20, Valentino seconded, no discussion, motion carried.

Treasurer's update:

Sollitt updated the board on recent lodging tax collections that were up 28% for December. This reflects October numbers in which Occupancy was down 1% but ADR was up 8%. Klein commented that Old Faithful lodge was open longer this year too which may have attributed to increased collections.

Fiscal Manager RFP

Sollitt presented an RFP for the role of fiscal manager for the JHTTB. The RFP was also review by attorney Weisman. The current contract has expired. Brooks made a motion to approve and release the fiscal manager RFP as presented, seconded by Modena, there was no public comment. Vote was taken, motioned carried. Gallagher thanked the current fiscal manager, Bret Linsenman for his good work on behalf of the JHTTB. Sollitt will run ads in the legal section to notify the public of the RFP.

Rendezvous Spring Festival, JHMR:

Sollitt presented the Rendezvous festival agreement based on the parameters and board approval from the November meeting. Attorneys from both parties have reviewed the contract. Bill Lewkowicz and James Deegan from Highline spoke on past successes of the festival and assured the board of continued success of the event. Members of the board indicated they would like Bill to

work closely with board liaison, Willi Brooks before the contract is executed to assure the caliber and quality of the band renders the spending proposed. Klein motioned that JHMR work with Willi Brooks as the board liaison and execute the agreement contingent on band approval by JHTTB, Brooks seconded, discussion included; it is in everyone's best interest for the event to succeed, need to find a band that is best for community, not based on opinion, Highline has track record and expertise, funds are to be used solely for marketing the event, potential bands include; Nathaniel Rateliffe, Grace Potter, and Green Skye, Blue Grass on the square. Vote taken, 5 in favor, Modena recused. Motion carried.

TravelStory – budget rollover:

Story Clark presented a recap of the TravelStory app and reviewed the request presented last Spring to the JHTTB. Clark received the matching funds from WOT to proceed with the app, but it was beyond the JHTTB's current fiscal. Klein motioned to approve the rollover of \$12,000 for updating the TravelStory app to provide Cultural guidance to the Chinese visitor. Money can be allocated from the local marketing partnership category. Valentino seconded, discussion included: requesting TravelStory to obtain as much post research as possible to measure change in behavior, and guest experience either via survey or some other means. Vote taken, motion carried, 5-0 with Carlson recusing himself.

JH Ski & Snowboard USCSA National Championship sponsorship: March 10-16, 2019

Brian Krill, JHSSC and Alec Tandara-Kuhns, USCSA presented a brief overview of the event details and what the sponsorship exposure provides including live streaming of the event, banner ads, video ad opportunity for the JHTTB, direct mail email to over 21,000 and branded merchandise. The event hosts 178 colleges with over 500 competitors, 100 coaches, 500 guests, spectators, parents and fans. Brian and the team also met with the town of Jackson event coordinator and the Chamber of Commerce to coordinate and promote the event. Modena motioned to approve \$15,000 as the Presenting Broadcast sponsor of the USCSA College Championship event. Funds will be used towards marketing and branding. Funds can be drawn from Local Marketing partnership line item. Brooks seconded, no public comment, vote taken, motion carried.

Riverwind Foundation, Sustainable Destination Certification update:

Tim O'Donahue presented a review and analysis of three companies that were evaluated to perform the Sustainable Destination Certification process. The board had approved the funding in June of 2018. O'Donahue explained that the certification informs and helps define the process for an eventual SDAP. O'Donahue recommended Earthcheck as they are the best, most rigorous and have the most diverse experience. Jackson Hole would be the first destination in the US and Canada. The JHTTB is not committed to multiple years of fees. Valentino motioned to approve Earthcheck, seconded by Carlson, motion passed unanimously. Valentino commented that by moving forward with this it demonstrates the JHTTB's commitment to a long- range community action plan to address sustainable tourism and this process informs the plan while taking steps in a relevant way. Tim will now work with the town and county elected officials to continue the process of an SDAP.

STAY WILD Fall campaign results.

The Colle McVoy team presented the results from the Fall advertising campaign. The role of the campaign is to inspire, engage and drive action. Overall, campaign performed well with some new

tactics including Take 5 email campaign, using Adtheorant to target people with the intent to travel and Kargo rich media to tell a story. Topline stats include, 16 million paid impressions, 39,000 web sessions, up 40%, 39,938 unique users, up 55% and 421 clicks to booking widget.

**Committee Updates –
Special Events –**

Mo Murphy presented the updated guidelines for FY'19 event sponsorship funding. Four minor changes were added to the new guidelines and application including events being subject to audits. Ads announcing the guidelines and application release will begin next week. Brooks motioned to adopt new changes, seconded by Modena, no discussion, motioned carried.

Matters from the Board & Consultant:

Sollitt reminded board of Legislative delegation meeting on 12/27/18 at Town council chambers and of board retreat scheduled for January 25, 2019 at Snow King.

Klein made a motion to adjourn, seconded by Valentino, meeting adjourned 4:56 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board January 10, 2019 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher , Chair Date

Brian Modena, Secretary, Date