

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Meeting Minutes  
April 18, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on April 18, 2019 at the Town council chambers, Jackson, WY.

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

The regular meeting was called to order at 3:00 p.m. by Vice-Chair Carlson. A quorum was present with board members including Brian Modena, Erik Dombroski, Alex Klein, Brian Gallagher and Willi Brooks via phone. Crista Valentino was absent. Arriving later was Commissioner Epstein.

**Public comment:**

Lisa Samford, ED, Jackson Wild and Veronica Silberberg, Board Chair, Center for Wonder provided an update with the rebranded JH Wildlife Film festival that will now be called Jackson Wild. The Center for Wonder will take over the local initiatives, and the Jackson Wild brand will continue to promote its films globally. The Jackson Wild will lean in on global conversations and engagement to save species through film. The Center for Wonder will continue with local programming through science and film.

**Approval March 14, 2019 regular meeting minutes:**

Alex Klein made a motion to approve the March 14<sup>th</sup> regular meeting minutes, seconded by Modena, there was no discussion, motion carried.

**Voucher Review and Approval:**

Dombroski motioned to approve vouchers #2581-2598 in amount of \$412,342.50, Klein seconded, no discussion, motion carried.

**Treasurer's update:**

Dombroski reported that lodging tax collections were up again based on February collections. If this trend continues, the JHTTB will finish the year above our revenue projection.

**Colle McVoy FY'19 Winter campaign update:**

The Colle McVoy team provided a winter campaign recap. The STAY WILD campaign from the first year received an Effie award and a Jay Chiat award which are two highly prestigious awards in the industry based on strategy and results. The CM team thanked the board and community for their support in the campaign efforts. Colle McVoy and New Thought Media presented overall campaign [results](#) and the Tag Responsibly campaign efforts. Overall results were strong for all campaign efforts and the Tag Responsibly campaign has garnered over 2,000 TR geotags and 167,000 earned media impressions. Carlson thanked the agency for their good work.

**Jackson Hole Chamber of Commerce FY'20 funding agreements:**

Kate Sollitt, Executive Director presented the updated funding agreements for the JH Chamber of Commerce based on the recently approved budget amounts from the March meeting. Both the Executive Director and County Attorney have reviewed the contracts. Anna Olson, CEO of the Chamber has also reviewed the contracts. Modena motioned to approve the contracts as presented, seconded by Klein, there was no discussion or public comment. Vote taken, motion

carried unanimously.

#### Rendezvous Event Fam trips, FY'20 budget request:

Kristan Burba, Founder, Rendezvous events presented a request for funding for two Press fam trips for next calendar year. Burba outlined the benefits of the trips to the destination including relationship building with key media, taking them off the beaten path, showcasing the variety of activities the destination offers during the off-season, securing editorial in high-circulation magazines, promoting sustainability story and promoting local businesses and amplifying their stories. Klein motioned to approve the \$20,000 request for two press fam trips in the calendar year, one winter and one Spring or Fall, TBD, seconded by Gallagher, discussion included updating the board as soon as timing of second fam is confirmed. Vote taken, motion carries with Erik Dombroski recusing from the vote.

#### Wildly Creative funding request for FY'20:

Anne Bradley, Marketing Director, Center for Arts and Veronica Silberberg, board chair, Center for Wonder presented the request to continue funding the Wildly Creative campaign that is now going into the third year. Jesse Ryan, founder New Thought media also presented overall results from last year's campaign and plans going forward. The goal is to promote Jackson Hole as a uniquely creative destination and elevate the regional awareness of local arts community. The Secondary goal is to empower local artists to tell their story. Campaign components include digital media, social media, video production, workshops and PR. Overall views are over 7000 to date and combined social media reach is over 428,000. Plan for next year is similar. Klein thanked group for thorough presentation and commented on partnership to help create a campaign that benefits the community and promotes the destination. This enables the group to tell a story that normally an arts council would create, and this group has created it well. Gallagher thanked the group and commented on how this adds to value proposition of our destination. Would like the group to focus more on ROI and marketing value to promote the destination and to make sure campaigns are in market on time. Klein made motion to approve \$104,259 from FY'20 budget from local partnership line item, seconded by Dombroski, no discussion or public comment. Vote taken, motion carries, 4 in favor, Modena and Brooks recused.

#### FY'20 Budget discussion:

Treasurer Dombroski presented an updated FY'20 budget and indicated that the proposed surplus will be \$100,000 if collections continue. Klein thanked Dombroski, Gallagher and Sollitt for advance work. Non-budgeted reserves are exceeding the \$2 million mark due to strong tax collections. Can be used for large event ask, and or emergency fund. Board can't reserve more than 10% of budget collections which the board is under at \$350,000 budgeted reserves. Klein made a motion to approve budget as presented, seconded by Modena, no discussion, vote taken, motion carried.

#### Committee Updates –

##### Special Events –

Klein reported that the event committee has scheduled in person meetings for May 3<sup>rd</sup> to review 15 event applications. Brooks added that the committee will make a recommendation as to which events should go to the full board.

##### Marketing Committee-

Sollitt had no update based on agencies' presentation.

##### Matters from the Board & Consultant:

Sollitt reminded board of May meeting will be May 16<sup>th</sup>. Klein made a motion to adjourn, seconded by Modena, meeting adjourned 4:50 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary,      Date

Approved by the Board May 16<sup>th</sup>, 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