

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
May 14, 2020

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on May 14, 2020, via Zoom conference, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The meeting of the JHTTB was called to order at 3:01p.m. by Chairman Gallagher. A quorum was established with all board members attending via Zoom including, Willi Brooks, Crista Valentino, Cory Carlson, Joe Madera, Erik Dombroski and Brian Modena. There were several members from the public who attended via phone.

Public comment:

There was no public comment.

Approval of April 9th regular minutes, April 15, 2020 special meeting minutes, Action item– Willi Brooks motioned to approve the April 9, 2020 meeting minutes, seconded by Dombroski, no discussion or comment, motion carried. Brooks motioned to approve April 15th, 2020 budget continuation meeting minutes, seconded by Carlson, no discussion, no public comment, motion carried.

Vouchers for review and approval- Action item

Treasurer Dombroski motioned to approve Vouchers #2766-2776 for \$582,188.22, while holding #2775 and #2776 for further backup, seconded by Gallagher, discussion included the need to remind grantees to provide more buttoned up receipts and vouchers, JHMR's reimbursement for Rendezvous was less than budgeted as event was canceled one week prior to event but tangible benefit received for community as marketing took place prior to event. There was no public comment, motioned carried.

Treasurer's Update:

Treasurer Dombroski provided an update. May collections came in \$17,000 more than anticipated based on our revised estimates and may be due to the parks opening in May. New occupancy/revenue projections are based on 36% room reduction as several lodges in YNP and GTNP will not open at all for summer 2020. Budget still in good position. The early efforts for Responsibly Wild campaign are being funded from Spring 2020 savings.

Colle McVoy Contract Extension, SOW- Action

Sollitt presented the proposed contract extension for the Agency of Record, Colle McVoy along with updated Scope of Work. Typically, these contracts are 4 years, but the board realized that this was a three- year contract due to expire in May, 2020. Board is happy with work and partnership and agency is working tirelessly on Responsibly Wild safety campaign along with destination relaunch campaign. Board is leaning on agency more than usual at this time. Carlson motioned to approve the contract extension and SOW as presented to extend through May 31, 2021, seconded by Modena, public comment included Patti Gierau asking for a campaign supporting masks and face protections, Sollitt commented that this is part of the campaign efforts, vote was taken, motion carried unanimously.

Summer Campaign briefing, Colle McVoy:

Mike Schwab presented an overview of the summer campaign initiatives and elements. It was determined based on recent park openings to focus on the management phase of tourism with the Responsibly Wild, Clean, Careful and Connected campaign. At this time, we need to communicate that we care about safety for both our community and visitors. Agency is preparing both management and drive marketing and will switch to drive marketing based on supply and demand.

Jackson Hole Chamber of Commerce 22 Local Digital platform:

Anna Olson presented a new digital platform developed recently and quickly to support local businesses during the Covid crisis. The platform is designed to kick-start the local economy by offering gift certificates/bonds now that are redeemed at a future date and offer a greater value when redeemed. The program was launched yesterday, and the Chamber is asking the board for marketing support to push this program locally and regionally. The Chamber along with the agency that developed the app put countless hours into development at no cost. Discussion included offering fair access and promotion, not just Chamber members, request for monthly updates, plans when promotion is completed, adding STAY WILD logo to page when promoting outside of area, working with JHTTB Marketing committee to assure messaging is destination focused. This is a small step in helping businesses succeed. Gallagher motioned to approve \$20,000 request to assist in marketing 22 Local program, seconded by Carlson, motion carried unanimously.

Committee Update:

Special Events: Mo Murphy provided update on special events. 44 events applied for \$1,400,000 request. Budget has been reduced to \$200,000 as result of pandemic. Committee requested that all events provide an amended ask based on new budget realities. Committee will reconvene and present recommendation to the board at the June 11th meeting. Board also discussed community marketing stimulus grant. Amount of pool for funding is \$200,000. No expenses would be reimbursed without itemized expenses and vouchers and a recap report providing evidence of marketing and an overall share of highlighted activity. Brooks motioned to approve community marketing stimulus grant application for FY'21 with guidelines and recap report provided, seconded by Dombroski, no public comment, no discussion, vote taken, and motion carried.

Marketing: Modena presented a location data collection service called Placer ai, to get a better understanding of summer visitation. Service offers geofencing, time spent in various locations, where visitor is coming from and more. This could provide a useful marketing tool and data can be shared. Cost for 12- month contract is \$6,000. Modena motioned staff to create a contract and approve \$6,000 request, seconded by Dombroski, vote taken, motion carried unanimously.

Matters from the Board & Consultant:

Sollitt updated board on park openings on Monday. Sollitt had a conversation with Governor Gordon about getting more PPP for community in preparation for opening of Parks. Valentino made motion to adjourn, seconded by Madera, meeting adjourned at 5:03 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board June 11, 2020 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair Date

Brian Modena, Secretary, Date