

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Meeting Minutes  
May 16, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on May 16, 2019 at the Town council chambers, Jackson, WY.

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

The regular meeting of the JHTTB was called to order at 3:00 p.m. by Chair Gallagher. A quorum was present with board members including Brian Modena, Erik Dombroski, Willi Brooks and Crista Valentino Cory Carlson and Alex Klein were absent. Commissioner Epstein was present.

**Public comment:**

Kaitlyn Osborne presented an update on the TravelStory app that has been updated in mandarin with cultural etiquette guidelines including safety tips, sustainability tips and basic travel norms. The app has been updated for 3 tours and was promoted during shoulder season. The tag responsibly campaign was incorporated into ads for app. They will do a follow-up survey to gauge behavior changes.

**Approval April 18, 2019 regular meeting minutes:**

Willi Brooks made a motion to approve the April 18<sup>th</sup> regular meeting minutes, seconded by Dombroski, there was no discussion, motion carried.

**Voucher Review and Approval:**

Dombroski motioned to approve vouchers #2599-2610 in amount of \$120,543.00, Valentino seconded, no discussion, motion carried.

**Treasurer's update:**

Dombroski reported that FY'20 JHTTB budget was approved as presented at the May 6<sup>th</sup> JIM meeting. Gallagher thanked commissioner Epstein for not moving this to future agenda in respect of everyone's time. Lodging tax collections are trending positively and if they continue at this rate, the JHTTB budget will exceed forecast by \$311,000.00.

**Purple Orange Press Event FY'20 funding request:**

Chris Dickey presented an overview of press events he produced two fiscals past. Chris did not request funding from the TTB in the recent fiscal and had no sponsored press events with TTB sponsorship. Discussion included; why return for funding, Dickey indicated not making money and lack of interest from product partners was reason for passing on last years funding; including tag responsibly in effort, length of photography usage, no interest in promoting backcountry, is there budget remaining with other events currently approved, consider 3 of 4 events. Dombroski motioned to fund three of the 4 presented events for FY'20 in the amount of \$21,000, seconded by Brooks, discussion included working with JHTTB campaigns to assure that press is aware of current initiatives. Vote taken motion carried.

**Fulfillment agency, RFQ**

Kate Sollitt, Executive Director informed board that current fulfillment contract expires and RFQ must be issued. Sollitt along with marketing committee and attorney reviewed and updated RFQ

for release. Modena motioned to approve the RFQ presented, seconded by Brooks, discussion included making sure RFQ included input for monitoring digital ads and reporting back to JHTTB. Vote was taken, motion carried unanimously.

#### Special Event Committee Recommendation FY'20:

The applications for FY'19-20 Special Event funding were released in mid-December and due on February 15, 2019. A total of 46 applications were received totaling \$1,128,000 (which was a record). Of the total applications, 30 have received funding in the past. For this meeting, only events occurring from the end of September thru March will have recommendations. Spring 2020 events will be brought to the full TTB Board in the October 2019 meeting.

The Special Event Advisory committee, which consists of 3 community members and three board members along with the Travel & Tourism Board's Events Liaison, met on two separate occasions to review, rank and score each application. In addition, the committee conducted in-person interviews with 13 event producers to ask additional questions regarding their proposed events. The committee kept to the \$350,000 budget number, therefore difficult decisions were made and the majority of the events funded received less than their requested amount. The majority of the events not recommended for funding reflected more programming and not an actual event. Or they were a specific fundraiser for the organization. Brooks added that the Amsoil Snow-cross event pulled their application and that the committee will send three larger events to the full board for approval. Total amount requested for approval for this round is \$239,500. Discussion included; sustainability initiatives included in process, amount factors the budget remainder for next round, mindful of using full amount budgeted. Brooks motioned to approve recommendation, seconded by Modena, motioned carried.

#### Natural Selection Winter 2020 event:

Travis Rice, professional snowboarder and native of Jackson Hole presented his vision for the Natural Selection event proposed for end of January, early February in Jackson. Ginny Hutchinson and Anna Cole from JHMR were there for support along with representatives from the Center for Wonder that has proposed assisting with in-town evening events. No event of this kind currently exists in the industry that combines free style with natural snow conditions and will attract highest echelon of competitive snowboarders. Goal is to make this the best week of winter in Jackson Hole. Event will incorporate sustainability messages throughout and include evening events with music in town. The event will be live-streamed through Redbull, coverage on FOX and have Inkwell and Roam social media channels. Discussion included capacity to execute, (contracting with Dragon Fly and Uncle Toads media), digital assets and usage rights, expansion plan. Group still waiting on one more forest service approval. The group will come back to the board in June for funding request.

#### Committee Updates –

##### Special Events –

see above

##### Marketing Committee-

Spring campaign is in market. Airport approved digital sustainability messaging, Keep JH Wild. Sollitt also working on signage for local visitor service locations.

#### Matters from the Board & Consultant:

Dombroski requested that staff and board chair draft a statement on behalf of the board to address recent SHIFT issues. Sollitt informed board that one position is available on the board as Klein's term is up after June meeting. Applications are due June 17<sup>th</sup> at 9 a.m. Valentino made a motion to adjourn, seconded by Modena, meeting adjourned 4:45 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary,      Date

Approved by the Board June 13th, 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