

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
June 13, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on June 13, 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 all board members present including Brian Modena, Erik Dombroski, Willi Brooks, Crista Valentino, Cory Carlson and Alex Klein. Commissioner Epstein was present.

Public comment:

There was no public comment.

Approval April 18, 2019 regular meeting minutes:

Alex Klein made a motion to approve the May 16, 2019 regular meeting minutes, seconded by Carlson, there was no discussion, motion carried.

Voucher Review and Approval:

Dombroski motioned to approve vouchers #2611-2628 in amount of \$463,513.64, Brooks seconded, no discussion, motion carried.

Treasurer's update:

Dombroski reported that June collections were down slightly reflecting the month of April's lower occupancies. This trend will likely continue through May, but the board will still exceed budget in collections.

Colle McVoy Spring Campaign recap:

Kerry Moore and Davis Zisner from Colle McVoy presented via phone a recap of the Spring Campaign. Highlights included: 6 million impressions served with 15,764 sessions on visitjacksonhole website. 13,226 were unique users and 1,109 went to the booking widget. Since the spring campaign targets drive markets, there was less demand for a package deals that include air. Learnings included: "Last real mountain town" resonated with visitor, mobile continues to drive traffic and the team will optimize creative unit sizes that are performing.

Colle McVoy SOW update and Contract Amendment:

Sollitt and marketing committee presented the updated SOW to accompany the Colle McVoy contract amendment for FY'20. Sollitt indicated that overall retainer was reduced to reflect complete website migration. Marketing committee shifted funds to add more to monthly blog and content creation for visitjacksonhole site. Executive Director and county attorney John Graham updated and reviewed the contract amendment. Modena motioned to approved both SOW and amendment as presented, seconded by Carlson, motion carried. Discussion included Modena's recognition of the agencies award winning work, top notch service, level of attention and great working relationship.

Fulfillment agency, Award

Kate Sollitt, Executive Director informed board that one company submitted a proposal for the RFQ. The marketing committee reviewed and scored. The proposal was submitted by the current fulfillment agency, Central Reservations. Questions included, timing of adding mobile booking to CenRes site, making adjustments to booking model due to introduction of multi-resort passholders who do not need to purchase lift tickets, flexibility with black-out dates for bookings, non-shareholder booking ability, preference to have the Tetons visible in the airline shots to distinguish Jackson, and appreciation of work. Klein motioned to direct counsel and staff to draft an agreement, seconded by Valentino. Discussion included Cen Res provide more regular board updates on metrics including google analytics and how bookings are comparing to Occupancies, ADR's, enplanements and capacity. Vote was taken, motion carries unanimously.

Natural Selection Winter 2020 event:

Sollitt read a statement provided by Natural Selection indicating that the tour originally slated for February 2020 will be scoped for 2021. JHMR, event venue and partner, indicated they needed more time to execute an event of this scale at the highest standard. Natural selection requested that they be moved to July meeting to provide an update.

Committee Updates –

Special Events –

Question came up if there would be leftover funds and committee indicated that they have budgeted for all allocated funds.

Marketing Committee-

No update

Matters from the Board & Consultant:

Chair Gallagher thanked Alex Klein for his five years serving on the JHTTB in various positions including chair for 2 years and treasurer for 2 years. The board presented Klein with a parting gift. Chair Gallagher thanked commissioner Epstein for his attendance. Klein made a motion to adjourn, seconded by Valentino, meeting adjourned 3:50 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board July 11, 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

