

Jackson Hole Travel and Tourism Joint Powers Board  
Special Meeting Minutes  
August 13, 2020

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on August 13, 2020, via Zoom conference, in Jackson, WY.

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

The meeting of the JHHTB was called to order at 3:00pm MST by Brian Gallagher. A quorum was established with board members attending via Zoom including Erik Dombroski, Willi Brooks, Cory Carlson, Brian Modena, Brain Gallagher, Joe Madera, and Crista Valentino. There were 24 participants on the call including 17 members of the public. Attorney Gingery and Commissioner Barron were present.

**Public Comment:**

Anna Olson, President of the Chamber of Commerce, reports that 22 Local will be shut down on September 1st. Anna thanked the board for their support in the project and reported the program a success with 66 participants gaining \$44,000 for the 11-week program. She assured the group that it did generate revenue that would not have otherwise been generated, creating a positive impact on the community. Renee Seidler from the Jackson Hole Wildlife Foundation provided an update on their project in partnership with the Travel and Tourism Board. She thanked Executive Director Sollitt for her guidance in this process. Seidler reported working with a digital agency to kick-start their media project and having reached out to three potential candidates to serve as influencers in their mini-series. Jennifer Striegel from Wildly Creative shared an update from the work generated from the grant they received from the Travel and Tourism Board on July 1st. Wildly Creative created a new highlight story on the Visit Jackson Hole Instagram page to break down the public's understanding of art and artists. The project now has seven different categories with unique hosts who will be using the Wildly Creative messaging on their communications. Planning to host a Fall Arts Festival event this September, a week-long event in partnership with Grand Teton Music Festival, called "Music from the Mountains", to perpetuate discussion about the future of the music space. Finally, Striegel reports on a project with JH Food & Wine to promote local restaurants as culinary art within the valley.

**Approval of July 9, 2020 regular meeting minutes, Action Item:**

Brooks made a motion to approve the July 9, 2020 regular meeting minutes as presented. Carlson seconded the motion. The motion passed unanimously.

**Vouchers for Review and Approval - Action Item:**

Dombroski made a motion to approve voucher 2807- 2814 in the amount of \$111,988.75. The motion was seconded by Valentino. The motion passed unanimously.

**Treasurer's Update:**

Dombroski provided an analysis of the Lodging Tax collection through FY '21. He explained a 10% shortage in previous projections for May percent growth, but there was a bit of a larger collection in June. Reported going into FY '21 with an extra \$112,000 for a total of \$2,381,742. but will be closer to \$1,759,879 after reserves are deducted.

#### Chamber of FY '20 Recaps, Meltwater, Visitor Service, Destination Sales, and FY '21 Destination Sales Agreement, Anna Olson.

Anna Olson highlighted a few points from the recaps provided in packets for the meeting. The Meltwater PR report is a summary of what it's used for and its importance to the Chamber of Commerce. The Visitor Services recap shows high levels of visitation through the Chamber of Commerce's physical locations throughout the county. Record levels of calls were reported during the early days of COVID, and the Visitor Services at the Chamber of Commerce was the only Visitor Services organization open in the community thanks to its funding from the TTB. The Destination Global Sales report recaps shows attendance prior to COVID, those rescheduled, and those with which the Chamber of Commerce remains registered. Olson presented the Destination Sales Agreement with a goal to manage relationships with domestic and global clients and to continue their partnership with JHMR through media and marketing projects. Olson reported that she can safely say she will not be invoicing the TTB for the full \$260,000 allocated. Gallagher made a motion, seconded by Madera, to approve the Destination Sales Agreement with the Jackson Hole Chamber of Commerce for the Fiscal Year 2021 as presented. Dombroski wondered if it's necessary to revise the rollover money to make sure that the TTB does not pay an extra \$65,000. The matter was clarified between Olson and Dombroski as funds have already been paid by TTB so they will appear in correct fiscal and not rollover. Motion passed unanimously.

#### SHE Corporation contract extension, Action:

Before the presentation of the contract, Gingery explained the history behind this contract. SHE Corporation contract will be extended from September 30, 2020 to September 31, 2021, with increased compensation that is reflected in the approved budget. Valentino asked about the value of benefits for a county employee vs. contractor as this is contracted work, (no benefits). Carlson responded that the typical value is a 30% add to salary. Gallagher reported the thought process in increasing SHE Corporation's compensation with factors including an increased cost of living in Jackson, comparative salaries in other positions, the value of SHE Corporation's work for the organization and the increased time demands due to introduction of safety campaign during the summer months. Normally the JHTTB does not promote during the summer months. Gallagher made a motion, seconded by Carlson, to approve the SHE Corp. contract extension as presented. Modena recognized the alternative option to take on more work for each volunteer board member with someone new in the position, especially in light of the pandemic and that the ask to delay retirement is something not to be taken lightly, and something that wouldn't have happened if it wasn't in the best interest of the board and the community. During public comment, Mark Barron asked to clarify that this is not an employment contract, but rather a business agreement. Gallagher clarified that it is an agreement with SHE Corp. to provide executive services for the Travel and Tourism Board. Barron pointed out that an RFP was budgeted for at the beginning of the year and stated that the Board of County Commissioners does not support this. Gallagher reiterated the value of SHE Corp.'s work for the Travel

and Tourism Board and the sound decision-making process they used in making this decision. Dombroski clarified the budgeted finances that relate to this position. Although the scope presented today was the same, the scope of work has increased dramatically to address the summer safety campaign and ever-changing environment due to the pandemic. The motion passed 6-1 with Madera voting against.

#### Committee Updates:

##### Special Events, Community Marketing Stimulus Update, Action:

Brooks updated that there was an applicant left out of the initial applicant spreadsheet in the transition between Murphy and Magelby. The committee reviewed the application and decided to approve their funding for the Community Marketing Stimulus. Brooks made a motion to recommend an approval of \$7,500 in funding to New West Knifeworks through the Community Marketing Stimulus program to bring the total funding recommendation to \$114,728. The motion was seconded by Valentino. The motion passed unanimously.

Brooks reported that the committee is gearing up to start funding the fall event season, so organizations are beginning to use funds. Consequently, some organizations are looking to adjust funding to make their events virtual. The committee has decided not to fund virtual events, so the Fireman's Ball and Model UN will not be using their funds.

#### Marketing:

Sollitt reported that the committee is focusing on the "Know Before You Go" campaign to educate future visitors of their experience once they get here. The goal is to provide a better experience for the visitor because they will know what to expect from the community. On a recent call, JHMR concluded that fall will be looking a lot like summer as drive markets are expected to continue to come into town. Modena states his pride for the work the committee has done and hopes to circle up with the whole board to discuss shortcomings and successes during summer so marketing can continue to be successful in the Fall and Winter seasons.

#### Matters from the Board & Consultant:

##### Great American Outdoors Act

Gallagher recapped the signing of the Great American Outdoors Act in early August, which addresses about \$10 billion of deferred maintenance. The county will be a beneficiary through Grand Teton National Park and Yellowstone. The signing also designated August 4th as Great American Outdoors Day, which will be celebrated with free admission to national parks on that day.

##### Cares Act

Sollitt updated the board on an opportunity to obtain CARES DMO relief funding through the Wyoming Office of Tourism. Sollitt pulled together the numbers and the ask is \$569,923.08. Attorney Gingery drafted a letter confirming the ask. Dombroski made a motion to approve the board's application for the Wyoming office of Tourism Relief Fund and direct Sollitt to apply. Brooks seconded the motion, the motion passed unanimously.

Madera motioned to adjourn, seconded by Carlson, meeting adjourned 4:31p.m.  
Adjourned.

Respectfully Submitted:

Brian Modena, Secretary,                      Date

Approved by the Board September 10, 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