

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
September 10, 2020

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on September 10 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 Willi Brooks, Cory Carlson, Brian Modena, Brian Gallagher, Joe Madera, and Crista Valentino. Erik Dombroski was absent. There were 18 participants on the call including 17 members of the public. Attorney Gingery was present.

Public Comment:

There was no public comment.

Approval of August 13, 2020 regular meeting minutes, Action Item:

Valentino made a motion to approve the August 13, 2020 regular meeting minutes as presented. Carlson seconded the motion. There was no discussion or public comment. The motion passed unanimously.

Vouchers for Review and Approval - Action Item:

This item was reviewed later in agenda as vouchers had not been posted. After posted, discussion continued. Carlson made a motion to approve voucher 2815- 2824 in the amount of \$70,210.10. The motion was seconded by Madera. The motion passed unanimously. Gallagher asked about the cost of ink for the printer, Sollitt indicated ink cartridges have gone up in price and are now \$145/cartridge vs. \$100.

Treasurer's Update:

Sollitt indicated that we have not received the collection report from the county, but if had to estimate would say about 20% off as July occupancies were down only 17% and average daily rate was up 3%. July collections show up in September report. Sollitt also reported that board estimated we would be down by 60% and does not anticipate that will be the case now. Sollitt also indicated that the board did receive the full reimbursement from the DMO CARES reimbursement plan of \$569,923.08 and that WOT will offer another round of which the JHTTB can apply winter costs as long as the money is spent by December 31, 2020.

Special events committee, winter-spring 2021 event recommendation:

Brtiney Magelby, special events liaison, presented an overview of the special event committee recommendation. Committee is recommending allocating \$244,500 out of the \$668,500 asked and from event producers and \$300,000 budgeted. This recommendation does not include Rendezvous event or Natural Selection which will come to full board. Committee indicated they fulfilled all but 37% of requested funds. Part of the reduction is change in landscape as some events are not virtual or not happening at all

i.e. Arcteyrx event. Discussion included: why not funding full \$300,000 that was allocated for events to which response was taking fiscally conservative approach, only funding events adding value to community, also providing a balance to events already approved in the fall. Chair Gallagher commented that this money has already been budgeted and the time to be fiscally conservative happened in the budgeting process in May. Valentino indicated that in light of better than expected collections, may not need to be so conservative. Brooks motioned to continue this agenda item to October meeting and reevaluate requests in light of today's discussion and better financial position, seconded by Modena, discussion included authorizing event chair to notify events that they will in the very least receive what was presented today and possibly more. Motion carried.

Committee Updates:

Special Events, see above

Marketing:

Sollitt provided a summary of current tourism picture which shows continued record occupancies, visitation numbers, last weekend up 55% above historical average, taking this into consideration, launching a digital campaign in fall to target Oct/November as September is strong and want to do digital only as we can turn on/off, also conscious of health and safety of our community. Still have capacity in late fall and we may use this opportunity to stockpile revenues if winter is a bust. Early research on winter indicates the continued desired to travel to destinations that offer great outdoors and outdoor activities. JHMR released an update and we know there will be capacity limitations so with this, what will winter look like? We have new flight carriers coming into Jackson including Alaska Air, and Jackson Hole Air is doubling down on flights in winter, so it is a constant balance. Modena indicated that with winter in flux, is now the time to do push marketing vs safety messaging? Madera supported push marketing effort as did Brooks. Discussion continued on what role is of TTB for winter if capacity is maxed due to restrictions, what do we do to make the experience good for the visitor, and with these challenges of not knowing real capacity, it puts the board in a bit of a challenging position. Discussion included the need to provide an information campaign on what visitation will look like with short videos, "know before you go" efforts. Also promote other winter activities if skiing has capacity restrictions. Campaign will look very different than past years. Marketing committee will continue to proceed with caution.

Matters from the Board & Consultant:

Chair Gallagher congratulated board on great job getting through the summer during the pandemic with everyone doing their part in keeping the community safe and economically viable.

Madera motioned to adjourn, seconded by Carlson, meeting adjourned 4:01p.m.

Adjourned.

Respectfully Submitted:

Brian Modena, Secretary,

Date

Approved by the Board October 8, 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