

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Meeting Minutes  
October 11, 2018

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on October 11, 2018 at the Town council chambers, Jackson, WY.

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

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

**Public comment:**

There was no public comment.

**Approval of September 13, 2018 regular meeting minutes:**

Brooks made a motion to approve September 13, 2018 meeting minutes, seconded by Modena, there was no discussion, motion carried.

**Voucher Review and Approval:**

Brian Modena motioned to approve vouchers #2481-2498 in amount of \$453,708.87. Valentino seconded, no discussion, motion carried.

**Treasurer's update:**

Treasurer Drombroski provided a board update. Estimated Tax Collection for October 2018 was \$763,843, and actual Tax Collection for October 2018 was \$695,339. Actual Tax Collection from October 2017 was \$781,264. Collections fell short of 2018 estimate by \$68,503 and \$85,924 short of 2017 actuals. The JHTTB budgeted for a reduction in tax collection in October 2018 due to the inflated tax collected in October 2017 resulting from the eclipse. However, the reduction year over year was larger than anticipated. The JHTTB's budget is now \$71,263 or 4.8% short on revenue fiscal year to date. With the weather cooperating in Teton County, and a strong September paired with a forecasted strong October this should be able to cut into this delta over the next two months. Any shortfall can be made up over the remainder of the fiscal year by shaving expenses if needed.

**Special Event Committee, Spring 2019 Events recommendation, Action**

Mo Murphy, Events Liaison for the JHTTB presented the second round of event recommendations for events occurring in the Spring of 2019. All Fall and Winter 18-19 events were approved at the May meeting. The majority of events for Spring did not receive full funding. Six of the seven events presented received a funding recommendation from the Special events committee. The events considered include: Eco -fair, Touch a truck, The Peoples' market, JH Mountain roundup, (Lacrosse), The Tough towners, and the Elk Fest. Total for Spring event recommendation is \$62,500. Brooks made a motion to fund the spring events presented to total \$62,500, seconded by Valentino. There was no discussion or public comment. Chair Gallagher thanked Ms. Murphy and the event committee for their work on this effort. Vote was taken, motion carried.

Committee Updates –

Special Events –

See above.

Marketing committee –

Sollitt updated the board on the revised/refreshed visitjacksonhole website and landing page. Colle McVoy has been updating the website to more closely reflect the STAY WILD Brand and incorporate some new elements to the site including unique experiences, experiencing Jackson through the eyes of a local, and updating the sustainability pages. The goal is to launch the new site by November 1<sup>st</sup>. The marketing committee will share with full board prior to launch.

Matters from the Board & Consultant:

Sollitt reminded board of annual retreat and asked the board to review calendar for possible January dates.

Brooks made a motion to adjourn, seconded by Modena, meeting adjourned 3:13 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary,      Date

Approved by the Board November 8, 2018 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher      , Chair      Date

Brian Modena, Secretary,      Date