

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Meeting Minutes  
October 8, 2020

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on October 8, 2020, via Zoom conference, in Jackson, WY.

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

The meeting of the JHHTB was called to order at 3:13pm 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 and Erik Dombroski. Attorney Gingery was present as was Mark Barron, liaison for county commissioners.

**Public Comment:**

There was no public comment.

**Approval of September 10, 2020 regular meeting minutes, Action Item:**

Brooks made a motion to approve the September 10, 2020 regular meeting minutes as presented. Modena seconded the motion. There was no discussion or public comment. The motion passed unanimously.

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

Dombroski made a motion to approve voucher #2825- 2841 in the amount of \$436,979.93. The motion was seconded by Madera, there was no discussion or public comment, the motion passed unanimously.

**Treasurer's Update:**

Dombroski updated the board on current rate of lodging tax collections. October collections represent August at \$695,976 down 10% vs. last year but up compared to our estimates. Currently up \$500,000 from our estimated tax collections at this time due to busy summer and CARES DMO reimbursement funding. Our reserves should be higher at the end of our fiscal than anticipated. We received an additional \$78,100 in round 2 CARES funding making the total reimbursement, \$648,023.00. September could go down as strongest in history of destination.

**Special events committee, winter 20-21 revised recommendation:**

Willi Brooks and event committee revisited the winter recommendation and were able to bring the number close to the budgeted amount of \$300,000. The committee was able to bring some events up to their full requested amount. Brooks motioned to approve the recommendation in amount of \$281,500 seconded by Madera. Discussion included a thanks for revisiting, the reminder that starting in January we will include staging, no public comment, vote taken, motion passed unanimously.

**Special events revised event agreement – January 2021 events forward:**

Sollitt reminded board that as of January 2021, the new lodging tax law and language goes into effect. The language effects event funding in that it was broadened to include staging of events and education. Sollitt, Attorney Gingery and event liaison Magelby reviewed and updated current event agreements to reflect this new language. Brooks motioned to approve updated sponsorship agreement for 2021 as presented, seconded by Madera, discussion included, is the purse new, answer is that has been included for some time to entice teams to come from out of state, is time, i.e. referee time included for staging of events, yes. Should the agreement provide more detail and that is a policy question and Attorney Gingery likes to leave the language broad. Dombroski wants to avoid confusion and lack of reimbursement for events. Valentino reminded board that events must present a budget that outlines exactly how they plan to spend funds. Board agreed to keep the language broad and have open communications with event applications and encourage questions. One question asked in meeting was “are porta potties included under staging” and answer was yes. Vote was taken and agreement was approved as presented.

#### Wildly Creative Trademark request:

This item was resolved and removed from agenda.

#### JHMR Regional marketing effort:

Ned Wonson presented three options for funding for early season marketing. First was early season regionally focused campaign with JH Cen Res, JHMR, and TTB. Last year destination did well with early season promotion. Early visitors need value, so idea is to promote Golden ticket promotion offering 50% off for passholders from other destinations, early and late season only. Second request was for a Denver/SLC out of home billboard campaign, cost estimate is \$30,000-\$50,000 for full season. Third ask is for support for new flight market in San Diego, San Jose and Seattle with Alaska Air. Efforts will be primarily digital, and cost is estimated at \$40,000-\$50,000 budget. Questions included: where to route creative, why billboards when primary focus is on digital, why Denver, SLC when we think drive market will be extended, answer was may reach drive through -in Denver market and multiple touch points. Funds designed to drive visitation outside of busy periods when there will still be availability and availability will be worked into campaign messaging. Skier/Rider capacity number is still not available. Billboard campaign lacks flexibility which is a big consideration of JHTTB’s campaign. Modena motioned to approve \$10,000 for matching funds for early season Golden Ticket digital campaign, seconded by Madera, funds allocated from PR/Marketing bucket, there was no public comment, no more discussion, motion carries. Dombroski motioned to approve regional billboard campaign of \$50,000, seconded by Gallagher, doesn’t fit direction of JHTTB campaign, match make more appealing, understanding messaging, public comment included Commissioner Barron’s request of what JHMR is spending on marketing to which JHMR could not answer. Vote taken motion fails unanimously. Dombroski motioned to approve \$40,000 for support for Alaska Air markets in San Jose, San Diego, and Seattle, seconded by Carlson. Motion was rescinded and amended by Modena to include ability to pull campaign out of market if Covid cases spike and JHTTB pulls their campaign. Discussion included, JHTTB approach is high level, this approach is tactical and can generate success and continuation of flights going forward. JHMR already spending funds in this market. Vote taken, motion carried, 6-1, with Madera voting against.

**Committee Updates:**

**Special Events:** see above

**Marketing:** Sollitt updated board that fall campaign is paused due to spike in Covid cases and current occupancies at all-time highs. Sollitt provided update to Chamber community on campaign elements and the focus will be stronger on planning a trip so visitors will book and pull the trigger. Modena added that safety campaign still in market and committee is working with activity providers to make sure visitors are well-prepared so they have a better experience. The “know before you go” educational campaign will be available on the website, in our blogs and in the form of long-form videos on the JHTTB landing page.

**Matters from the Board & Consultant:**

Nothing to add.

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

Respectfully Submitted:

Brian Modena, Secretary,                      Date

Approved by the Board November 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