

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

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on December 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 Chair Brian Gallagher. A quorum was established with board members attending via Zoom including Willi Brooks, Cory Carlson, Brian Modena, Joe Madera, Crista Valentino and Erik Dombroski. Commissioner Barron joined the meeting as well as attorney Gingery.

Public Comment:

Frank Lane provided an air credit update from JH Central Reservations. To date, reservations for air credit have totaled \$122,200 vs. \$554,000 last year. YOY down 80 percent. Renee Seidler, ED, Jackson Hole Wildlife Foundation provided an update on Being Wild. To date they have enlisted several local partners to build their website and assist with social media which should launch in February. The goal is to engage visitors with exciting content while deepening stewardship ethics that will protect this place and engender advocates.

Approval of November 12, 2020 regular meeting minutes, Action Item:

Brooks made a motion to approve the November 12, 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:

Dombroski made a motion to approve voucher #2854-2871 in the amount of \$170,899.91. The motion was seconded by Brooks, there was no discussion. Vote was taken, motion passes 7-0.

Treasurer's Update:

Dombroski updated board on collections. October was a strong month and our collections are coming in higher than our original projections. Collections are up 47% for past three months. On track to collect \$3.34 million by end of year and with CARES fund we will be at \$3.7 million. Our reserves will be much higher than anticipated at this pace.

TCSAR Backcountry visitor safety:

Matt Hansen presented a backcountry visitor safety video to educate the visitors on backcountry safety and etiquette. Knowing that the backcountry will be busier than ever, (retail sales for BC gear is setting records and increased demand for Avalanche courses). The goal is to educate, minimize accidents and ultimately reduce the burden on our health care system. Questions included: plan for paid spend and outreach, distribution of video, i.e. airport, hotels. Navigating fine line of promotion vs. providing safety but to do nothing isn't helping anyone. 1/3 of recreators turn around when they learn and understand more about backcountry conditions and safety. Carlson motioned to approve \$8,700 to produce the safety video, Madera seconded, discussion included following up with Board for further discussion on distribution. Aaron Pruzan, BC Zero board member thanked the board and thought this was a great opportunity for the TTB to offer value to the community and visitors alike. Vote taken, motion passes unanimously.

Friends of Bridger Teton National Forest, (BTNF), Recreate Responsibly Campaign:

Linda Merigliano presented the concept of producing 5 Recreate Responsibly short videos to educate the visitors on recreating in the Bridger Teton national Forest. The intent is to fill a gap in the current landscape for educating visitors. Colorado has a robust Care for Colorado campaign and Sun Valley has a similar campaign. In order to change behavior, one needs to mentor behavior and tell stories that provide the inspiration and modeling of responsible recreation. Videos will cover Backcountry skiing, Wildlife encounters, Snowmobiling etiquette, Dog etiquette on public lands and in the forests, and Nordic skiing trail etiquette. Questions included: distribution plan, (partner with GTNP, BT Avalanche center, Utah Avalanche center, Airport, state of Wyoming and TTB for distribution). Zeplin from the group is also exploring other partnerships for distribution including TGR, athletes and Outside TV. Sara Walker, ED, Friends of BTNF indicated their website will house these videos in a place easily found and accessible. These videos will be free and available to community. Board suggested considering doing more for summer crowds addressing issues and challenges. Visitation stats indicated summer use was up 50% and winter is seeing rapid and concentrated growth too. These videos will be complimented by in field signage. Content will be evergreen and used for next winter too. Gallagher motioned to approve \$70,000 to produce the Recreate Responsibly videos, seconded by Madera, there was no public comment, motion passed unanimously.

Natural Selection winter event:

Sollitt presented the event agreement for the Natural Selection event taking place February 3-9, 2020. Agreement was reviewed by attorney Gingery, event producer, Sollitt and the TTB event liaison. Billing is in tiers with not more than 50% prior to event in case event is cancelled due to Covid. Valentino motioned to approve agreement as presented, seconded by Carlson, no discussion or public comment. A vote was taken, and the motion passed unanimously. Carter Westfall from Natural Selection provided an update on the event and indicated that site visit with the broadcast group Uncle Toads media group went well. Yeti is the main sponsor. The NS team met with the TTB's agency, Colle McVoy, to

review the deliverables and discuss timeline and incorporation into social media campaign.

Committee Updates:

Special Events: Britney Magelby indicated that the Community marketing stimulus grants are almost wrapped up. To date, the grants have delivered over 8 million impressions with their marketing efforts and have garnered a \$700,000 ROI. Three events have taken place so far with five planned for winter and two cancelled due to Covid.

Marketing: Sollitt updated board that push marketing was paused due to strong occupancy and increased Covid cases. Marketing committee reviews status weekly. Safety, Know Before you Go and marketing to intenders is still taking place along with Out of Home efforts and social media.

Matters from the Board & Consultant:

Board discussed retreat options and how to execute during pandemic. Reviewing some ideas and options currently.

Madera motioned to adjourn, seconded by Modena meeting adjourned 4:45 p.m. Adjourned.

Respectfully Submitted:

Brian Modena, Secretary,

Date

Approved by the Board January 14, 2021 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair

Date

Brian Modena, Secretary, Date