

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
June 10, 2021

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on June 10, 2021 via Zoom conference, in Jackson, WY.

Call to Order/Pronouncement of Quorum:

The meeting of the JHHTB was called to order at 3:00 pm MST by Chair Brian Gallagher. A quorum was established with board members attending via Zoom including Brian Modena, and Joe Madera, Crista Valentino, Erik Dombroski and Cory Carlson. Willi Brooks was absent. Councilor Jorgenson was present along with Attorney Gingery and Commissioner Barron were absent.

Public Comment:

Trent Hultman, ED, JH Youth Soccer updated the board on the Fall classic tournament. The club is celebrating its 25th Anniversary this year. This is the 17th year of Fall classic tournament. This year the club is extremely challenged with availability of lodging and high prices. This is unsustainable and a typical family cannot afford to come to Jackson and participate. Last year the tournament hosted over 700 families. Other community lodging rates are \$89-\$99/night and Jackson is minimum \$250 at bottom tier hotels. At this point, the club does not have a solution.

May 13, 2021 regular meeting minutes:

Crista Valentino motioned to approve the May 13th, 2021 minutes as presented seconded by Carlson, no public comment, motioned passed unanimously.

Vouchers for Review:

Treasurer Dombroski motioned to approve vouchers 2929-2937 for \$298,395.84, seconded by Madera, there was no discussion or comment, motion carried.

Treasurer's update:

Treasurer Dombroski updated the board on collections. Collections have not come through yet. April was up significantly i.e. almost 80% in occupancy. Anticipate ending higher than \$4.1 for collections. FY'22 budget has been updated to reflect items approved at previous meetings. Gallagher added that FY'22 budget was approved at the June JIM meeting. Questions at JIM included summer budget, DMP plan and what happens to the reserves if not spent. Carlson thanked Erik for all the work in preparing budget.

Destination Management Plan update:

Crista Valentino updated board and thanked volunteer's for participating along with Chair Gallagher and Domroski. Nine proposals were reviewed, and the group narrowed it to three finalists, one university group and two consortium groups. Committee will go into interview phase of process. Valentino indicated any one of them would be good to do the project, but the project will require a lot of work from not only the TTB, but the community, stakeholders and elected officials. The committee hopes to have an award by end of week and may need special meeting to make announcement.

JH Chamber of Commerce FY'22 agreements:

The budget amounts were approved, and the formal agreements are up for review. Anna Olson provided an overview along with her staff. The contracts haven't changed dramatically other than the dollar amount.

Events amount was increased by 4.5 percent. Visitor services agreement was increased to \$500,000, 27%, to bring staffing up to pre-Covid levels and staff the airport. Destination Global Sales is \$304,940, 17.2% to pre-Covid levels. Included in board pack has a recap from last the last year by department. Destination Sales is anticipating a return to shows and travel for destination sales although mix of shows will be different this year. Madera motioned to approve events agreement as presented, seconded by Valentino, no public comment or discussion, motion carries 6-0. Rick Howe updated board on new summer initiative at airport. Since funding transitioned to TTB eight years ago and away from the county, the visitor service agents have engaged over 4 million people in past 8 years. With increased budget, airport will provide information on management initiatives including the Wild Rules and responsible recreation. The chamber will have 2 agents at the airport and these agents are former park and national forest employees. Sollitt indicated the marketing committee would like agents to direct visitors to Wild Rules website. Gallagher asked about staffing, and Howe indicated they have staff in place. Carlson motioned to approved FY'22 agreement as presented, Valentino seconded, no public comment or discussion, motion carries 6-0. Carlson asked when Destination Sales will kick off? Kent Elliot indicated first show is IMEX in November. International travel depends on the boarders. Committee includes two representatives from JHMR, Mary Bess from JH Wildlife Safaris, Sadik Darwiche from Hotel Jackson. Madera made a motion to approve Destination Sales agreement as presented, seconded by Carlson, Modena asked if there is a market condition where this spend might be scaled back or not needed if there isn't room for groups or groups are priced out? Carlson indicated that during off season this could be beneficial as industry is relationship driven. Kent Elliot has maintained communications with international groups, domestic travel is through the roof, but might fizzle away and international will come back. Gallagher indicated that it is important to continually re-evaluate what the board is doing and not just continue programs because we have in the past.

Visitor Services Summer Research.

Anna Olson provided an overview of summer research and the fact that the in-town visitor hasn't been polled since 2013. Desire to collaborate with JHMR, GTNP, JH Air, JH Chamber and JHTTB to learn more about summer visitor. Request is to conduct market research in town of Jackson from July-September at a cost of \$15,000. Format is through electronic tablets, the chamber will provide the staff through the visitor centers, either immediately or via follow-up email. Research will be available for public consumption. Questions included: will this be in market before DMP, yes, July 1. Modena, can board run parallel survey for residents on their feelings for summer product. This will be a big element for DMP. Are partners funding survey, yes their questions but TTB could make crossover questions available to public. If the surveys are different will we get the information we want, yes there will be standardized questions. Valentino added that capturing summer data gives us a leg up for DMP but how do we make sure they will satisfy needs of DMP. RRC is competent with research and can make it transferrable. Visitor experience data and NPS will have how much detail? Not sure, this will be driven by length of survey. Dombroski motioned to approve request for summer research at \$15,000 level, with the ability of visitjacksonhole to opt -in to email marketing. Madera seconded. Public comment included Ned Wonson in support of this and the ability to use as benchmark. Kari Cooper added that JH Air has a significant role, and this would be a fifth version, stand alone, excited to get parks involved. Jeremy Barnum, GTNP, expecting record breaking visitation and we need to understand this to better understand visitor experience in park. More than 80% are day users so we need to work with community partners and add the intercept surveys that GTNP will conduct. Motion passes 5-0. Cory Carlson dropped off.

JH Central Reservation contract continuation:

Gallagher presented legal agreement for fulfillment partner, CenRes who has indicated an interest in renewing this partnership. David Kingston is now handling leadership transition for board and provide analysis of functionality and answer questions. Modena asked if terms will change, Kingston confirmed the terms will remain the same. Central Reservations is looking to hire a new Executive Director. Kingston clarified that the agreement is a 30 -day agreement in simplest form. Could consider an RFP for this. Dombroski motioned to approve continuation as presented, seconded by Madera, no public comment. Dombroski voiced comments made in past on the effectiveness of Central Reservation and the fact that the air credit has been declining in past several years, due to package requirements and introduction of new multi-resort pass products. Is this the best model to move forward? Want to have confidence to move forward but have not seen any change in approach and strategy for past four years. Wants this to work and be successful but results are declining, and no changes are being made. Kingston indicated that his company contract includes a business model analysis to address these concerns. TTB can review other options given 30 day out clause. Vote taken, motion passes 4-1 with Dombroski voting against. Gallagher thanked Mr. Kingston for his input and asked that he keep the board apprised of findings.

Committee Updates:

Special Events:

Britney Magelby summarized event funding for past fiscal with total spend of \$168,516.00 due to Covid cancellations. Dombroski indicated that this will put \$126,000 back into budget.

All FY'22 grant recipients have been notified and contracts are underway.

Marketing committee:

Sollitt updated board and indicated agency will launch Wild Rules campaign, with posters, stickers, digital pre-arrival campaign and on the ground messaging. Website has been updated with activities and blog updates. START bus wraps are under consideration with WILD RULES PSA messaging, but this might not happen this summer.

Matters from the Board & Consultant

Gallagher thanked Mr. Modena for his six years of service and thanked him for his hours of work toward this effort. Your contribution has been enormous, and we are grateful. Modena said it has been an honor and pleasure and he will miss working with the board. Sollitt added she is grateful and appreciates his service and unwavering commitment to the community.

Gallagher motioned to adjourn, seconded by Madera, meeting adjourned at 4:25 p.m.

Respectfully Submitted:

, Secretary, Date

Approved by the Board July 8, 2021 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair

Date

, Secretary, Date