

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
July 8, 2021

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on July 8, 2021 via Zoom conference, in Jackson, WY.

Call to Order/Pronouncement of Quorum:

The meeting of the JHHTB was called to order at 3:01 pm MST by Chair Brian Gallagher. A quorum was established with board members attending via Zoom including: Joe Madera, Crista Valentino, Erik Dombroski, Cory Carlson and Willi Brooks. The board was short one member as the new board appointment had not been made by the elected officials. Councilor Jorgenson was present. Attorney Gingery and Commissioner Barron were absent.

Public Comment:

There was no public comment.

June 10, 2021 regular meeting minutes:

Madera motioned to approve the June 10, 2021 minutes as presented seconded by Carlson, no public comment, motioned passed 6-0.

Vouchers for Review:

Treasurer Dombroski motioned to approve vouchers #2938-2953 for \$885,508.21, 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 for July which represents the month of May. The board is still ahead of pace and Dombroski does not anticipate that changing at this time.

Destination Management Plan update:

Crista Valentino informed the board that the DMP selection committee has chosen George Washington university to complete the plan. In order for this to succeed, a broad spectrum of community engagement must take place including members of local government, community members, business members and residents. The committee agreed to push back July start date to October as everyone is very busy this summer and there is still a Covid halo in effect that may alter the visitor experience. The ED and the county attorney will draft an agreement.

Wildly Creative request for funding:

Erin Roy, ED, Dancers Workshop presented a request to continue the Wildly Creative campaign for FY'22. She indicated that after speaking to three local agencies, they would like to work with New Thought media again to continue the campaign whose goal is to elevate the arts in our community. Roy presented a budget and request of \$90,000 and a preliminary promotional video. Questions included: Who else is contributing funds and is it just JHHTB, the video features summer imaging which caused concern among board members as we don't promote summer, need more detail on the budget. A motion was made to continue this discussion at the August meeting and provide more detail on the budget, seconded by Carlson, board voted, motion carried 6-0.

Natural Selection funding request:

Carter Westfall and Travis Rice presented an overview of the Natural Selection Tour that took place last February in Jackson and a request to continue funding the event. They moved the event back to January which has more guest availability in terms of occupancy and can help fill that need. The main event is the snowboarding competition at Teton Village but this year the NS team plans to build the program with 5-7 days of other in-town events that include educational and cultural events with speakers, concerts, art and culinary events. The media value and exposure of the event is enormous. The narrative will continue to showcase the outdoors with an emphasis on sustainability. The request is for \$350,000 to be the official sponsor. Questions included: What % of overall budget is this, answer, 12%, the event will elevate JH regardless if the Stay Wild TTB sponsorship happens, timing is better for Jackson, the board has been looking for a big event and this aligns with community in sport and messaging on sustainability, like that this is a community-based event. The community element includes promoting existing events and adding events while celebrating the main character which is mother nature. NS confident they can staff up for expanded local events. Board would like the NS team to work with the Colle McVoy team. Board likes the theme of supporting outdoors and expanding community element. Carlson motioned to support the sponsorship of the NS event at \$350,000, Dombroski seconded, there was no public comment, motion carried 4—2 with Gallagher and Madera voting no due to large amount of money, (over 10% of budget), with NS and upcoming Rendezvous event request taking place at JHMR.

Committee Updates:

Special Events:

Britney Magelby summarized final event funding for past fiscal with recap overview. 12 events took place in-person so numbers are slightly skewed. Sporting events were most resilient throughout Covid, and largest contributor to ROI from lodging tax funds. 24,500 spectators attended which is low but there were many event restrictions. 13,790 room nights were generated and attendees spent approx.. \$5million. For \$168,000 of lodging tax funds allocated, \$5.9 million went back into local business community.

Marketing committee:

Sollitt updated board and indicated that the Wild Rules campaign is in market with digital elements, social media including influencer messaging, print ads in local newspapers, Wild rule flagpole banners, campaign and on the ground messaging. Carlson added that he is hearing great positive feedback for local community from current campaign. Website has been updated with activities and blog updates.

Board officer Slate and committees;

This was moved to August meeting as board still doesn't have a full board and is waiting for elected officials to appoint 7th board member. Carlson motioned to move to August meeting, seconded by Madera, motion carried 6-0.

Matters from the Board & Consultant

Sollitt asked board if they want to go in person for meetings. Councilor Jorgenson added that the tech integration issues are tricky. Dombroski would like to get them back in person and go back to original model and not have Zoom component, Carlson agreed. Sollitt informed board that meetings are not recorded live other than audio. Gallagher prefers hybrid as it allows greater participation and prefers in person after Labor Day like the rest of world. Sollitt will explore.

Carlson motioned to adjourn, seconded by Madera, meeting adjourned at 4:41 p.m.

Respectfully Submitted:

, Secretary, Date

Approved by the Board August 12, 2021 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair Date

, Secretary, Date