

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
August 12, 2021

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on August 12, 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: Joe Madera, Crista Valentino, Erik Dombroski, Cory Carlson, Willi Brooks and newly appointed board member, Mary Bess. Councilor Jorgenson was present along with Attorney Gingery. Commissioner Barron were absent.

Public Comment:

Rick Howe, VP, Visitor Services of Jackson Hole Chamber updated the board on airport services. This summer they have engaged 16,000 people in July and they are sharing the JHTTB Wild Rule assets. July visitation was up 226%. Phone calls at the Chamber offices were up 207%. Lisa Sanford, Jackson Wild updated the board on the upcoming Jackson Wild Fall event with filmmakers and broadcasters. The numbers will be significantly lower in numbers due to Covid. Samford urged the board to explore funding on-site rapid testing for attendees for conferences.

July 8, 2021 regular meeting minutes:

Brooks motioned to approve the July 8, 2021 minutes as presented seconded by Carlson, no public comment, motioned passed 6-0.

Vouchers for Review:

Treasurer Dombroski motioned to approve vouchers #2954-2959 for \$170,344.44, 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 August but FY'21 ended with a collection amount of \$4.8 million. FY'22 looks to be off to a good start.

Board officer slate and committees;

Dombroski motioned to approve the slate of officers presented, seconded by Madera, vote taken, motion carried. New officers are: Cory Carlson, Chair, Erik Dombroski, Vice-Chair, Willi Brooks, Secretary, Brian Gallagher, Treasurer. Madera motioned to approve the committees as presented, seconded by Dombroski, vote taken, motion carried. Marketing committee is: Erik Dombroski, Chair, Brian Gallagher, Mary Bess and ED. Events committee is: Willi Brooks, Chair, Crista Valentino and Joe Madera, along with community members, Kristan Burba, Anne Bradley and Jr. Rodrigues. Brian Gallagher passed the role of Chair to Cory Carlson who took the meeting from here.

Destination Management Plan agreement with George Washington University:

Attorney Gingery presented an agreement between the JHTTB and George Washington University to execute a destination management plan as it relates to tourism for the JHTTB and community. The contract is for \$150,000 for one year beginning on October 1, 2021. Valentino motioned to adopt the agreement as presented, seconded by Madera, there was no public comment, vote taken, motion carries unanimously.

Discussion included next steps, work with GWU on steering committee, stakeholder groups, press release and how to get started. Chair Carlson thanked attorney Gingery for his work.

Rendezvous Spring Festival funding request, JHMR:

Tyler Lamotte, Brand Director, JHMR presented a proposal for an upcoming festival to be held in the Spring of 2022. Currently looking at March 25-26, 2022. The mountain is currently planning to hire a new production/promotion partner for the event. The music festival will be free to locals and offer music in the village and in town for a weekend of music. Lamotte presented insight into people's desire to hear live music and willingness to travel for live music. The last Rendezvous netted 85% occupancy, 11.4 million media impressions and 12,500 attendees over two days. Questions from the board included: protection for the board if event cancels, same weekend as Hill climb, would JHMR consider the first week of April, step down ask after 4 years running, Board recently funded Natural Selection at \$350,000 to occur in Teton Village and throughout the valley, free general admission for community event, not bringing in a B or C list act. Many expressed interest in the April date. Dombroski motioned to approve the request for \$360,000 to fund the spring Rendezvous festival, contingent on April date, seconded by Brooks, no discussion, motion passes 7-0.

Communications manager RFQ:

Gallagher updated the board on the process for the Executive Director, (ED). Discussions broke down with two qualified candidates due to uncertainty of board structure with not being able to hire employees and housing costs. Board put ED search on pause and decided to begin a new search for a communications manager. The goal is to hire a communications manager who is lower level, hopefully in community and allow overlap with current ED to keep things moving. This role will take on administrative tasks and remove those tasks from ED role and then the board can redefine ED role. Gallagher motioned to approve the communications manager RFQ, seconded by Dombroski, there was no public comment or further discussion, motion carried 7-0.

Committee Updates:

Special Event committee:

Britney Magelby informed the board that at the September meeting the committee will present and approve the Spring events as they have now taken place.

Marketing committee:

Sollitt updated the board on Wildly Creative. After marketing committee members and Event Chair met, it was agreed that Dancer's Workshop could not take on Wildly Creative and that the responsibility for marketing and promoting Wildly Creative and the arts would return to the TTB. The TTB would enlist both the Colle McVoy team and New Thought Media to take over the campaign.

Matters from the Board & Consultant

Sollitt updated board on recent workshop hosted by Grand Teton National Park with the park superintendent and members of his team. Sollitt asked if the park superintendent would consider participating in the upcoming destination management plan with which he gladly raised his hand. Gallagher reminded the board that the board Chair should handle media requests along with the ED. Councilor Jorgensen thanked former board Chair Gallagher for his service and former board member Brian Modena. He also welcomed new board member Mary Bess. Town council has returned to remote meetings as community is in the orange zone for Covid.

Dombroski motioned to adjourn, seconded by Bess, meeting adjourned at 4:15 p.m.

Respectfully Submitted:

Willi Brooks, Secretary, Date

Approved by the Board September 9, 2021 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair Date

Willi Brooks, Secretary, Date