

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Meeting Minutes  
December 12, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on December 12, 2019 at the Town council chambers, Jackson, WY.

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

The regular meeting of the JHTTB was called to order at 3 p.m. by Chairman Gallagher. A quorum was established with board members attending including, Erik Dombroski, Willi Brooks, Joe Madera, (called in later), Brian Modena and Crista Valentino, Cory Carlson was absent.

**Public comment:**

Erika Aarons from New Thought Media provided an update on the social media campaigns for Visitjacksonhole. Visitjacksonhole has spent \$30,000 in paid posts to date that has garnered 7.3 million impressions and 34,506 link clicks. Some recent posts include telling the story of the Wild Wild women featured in the anthem video. The first was Crystal Wright. The agency also has the storm story creative ready to deploy. Frank Lane, JH Central Reservations reported that visitation traffic from visitJH to JH Cen Res is trending up significantly with 111% new users up 104%. Organic conversions on the Central Reservation site is through the roof. To date, Cen Res has spent \$480,000 of the \$600,000 air credit program. So far room sales are 3,440 room nights total with town at 1,800 and Teton Village at 1640. This represents \$3,143,432.00 in sales on a \$480,400 investment spend. Chairman Gallagher asked that Frank Lane provide a recap of Fall sales to the board at his next opportunity.

Carrie Bell, Waste Diversion and Outreach Coordinator, TC Integrated Solid Waste and Recycling provided an update on the joint Stay Wild Canvas bag community outreach. 15,000 bags were produced jointly by TTB and TCISW. The bags have been distributed for free to local businesses to accommodate the plastic bag ban. The response has been very positive and now the bags will be distributed at the airport once again. Carrie thanked the board for the partnership.

**Approval November 12, 2019 regular meeting minutes:**

Brian Modena made a motion to approve the November 12, 2019 regular meeting minutes, seconded by Brooks there was no discussion, no public comment, motion carried.

**Voucher Review and Approval:**

Dombroski motioned to approve vouchers #2699-2706 in the amount of \$195,510.12 Modena seconded, no discussion, no public comment, motion carried.

**Treasurer's update:**

Dombroski reported collections for December were down by \$91,000 but November were unusually high, up 24%. Even with this down month, the collections are still ahead of budget.

**Jackson Hole Mountain Resort Rendezvous Festival Event Agreement:**

Sollitt presented the grant agreement that was reviewed by TTB counsel and JHMR counsel. The agreement was updated for the festival event planned for the last weekend in March and at the board approved amount of \$360,000. Brooks motioned to approve the agreement as presented, seconded by Valentino, discussion included questions about when the band will be announced.

Bill Lewkowitz commented that Saturday night's band has been confirmed and that JHMR wanted to secure Friday night before making a public announcement. Board asked that the sooner the announcement was made public the better for marketing. Vote was taken, motion carried.

#### Riverwind, Earthcheck certification update:

Tim O'Donahue presented an overall summary of the Earthcheck audit conducted in September. Jackson received a bronze certification. O'Donahue sent the full report to Executive Director Sollitt if anyone would like to review all findings. In summary: Jackson is only out of compliance in 10 areas and we must meet three conditions outlined below by March 1<sup>st</sup>.

- 1). Policy on sustainability: town council approved unanimously, county will review in the next month.
- 2). The destination needs a monitoring reporting system on visitor satisfaction:
- 3). The community needs a destination action plan aka, community stewardship plan, or tourism management plan.

O'Donahue reported that 44 volunteers from the community were involved in the audit, (some present at today's meeting). In order to continue certification and compliance, Earthcheck requires \$12,000 for an annual registration fee. Board will review funding request at the January meeting. Questions included, cost of DMP, (Sedona paid \$140,000), who implements the action plan as a result of the DMP. Monay Olson, owner JH Lodging and Premier Green cleaning, who was part of the volunteer committee commented that it would be great if Jackson was the first destination in US to achieve the gold certification. Sandy Shuptrine commented that she was more interested in actually doing the necessary steps to achieve the standard, not just the standard itself. Jason Williams, owner Jackson Hole Safaris said it is a no-brainer as it would attract visitors who have a lighter touch on the environment and stay longer. Kelly French, Curbside recycling commented on how the process brought together many community groups already doing great work towards achieving a more sustainable community and brings together residents as well.

#### Committee Updates –

##### Special Events –

Willi Brooks reported that the events committee met with the Jackson Hole Ski Club to review their funding in light of dropping the Moose Chase. After meeting the committee agreed to keep the funds at the originally approved amount of \$15,000 and that next year's funding will be contingent of the success of these two events. Brooks presented updates to sponsorship applications and guidelines that will be released after approval. Only updates were dates and event funding period. Dombroski commented that the Youth soccer tournament in the fall helps with occupancy and that he hopes the tournament dates will fall with the funding timeframe. Brooks made a motion to approve the event application, guidelines and recap report as presented, seconded by Modena, motion carried. There was no public comment.

##### Marketing Committee-

Sollitt reported that winter campaign is in full swing and in market and marketing committee was reviewing results by- monthly.

##### Matters from the Board & Consultant:

Board retreat is scheduled for January 10, 2020. Dombroski discussed adding event funding category award amounts as a review item on the agenda. Dombroski made motion to adjourn, seconded by Modena meeting adjourned at 4:22 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary,      Date

Approved by the Board January 9, 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