

SPECIAL MEETING, BOARD RETREAT – JANUARY 11, 2023 AT 9:00 AM

CALL TO ORDER & PRONOUNCEMENT OF A QUORUM

Chairman Erik Dombroski called the meeting to order at 9:30 am with a quorum of 5 board members including Willi Brooks, Julie Calder, Mike Geraci, and Mary Bess. Cory Carlson was not present. Also present were contract staff Crista Valentino and Bret Linsenmann, Attorney Keith Gingery, Town of Jackson Vice Mayor, Arne Jorgenson, and Jackson Hole Chamber of Commerce President Rick Howe.

PUBLIC COMMENT

The Jackson Hole Chamber of Commerce introduced John Morgan as the new Director of Events and Communications.

ACTION ITEMS

None.

DISCUSSION ITEMS

Chair Dombroski shared that JH Air Board opened an ExOfficio seat for the JHTTB. Chair Dombroski suggested that the Chair can fill this seat but this can potentially change in the future if the Board thinks it appropriate for the Executive Director to fill the role. There were verbal agreements from the full Board to move forward with this opportunity and for the Chair to fill the role.

Chair Dombroski asked for the Board's opinion on what should be done with the newly opened seat on the Board from Ms. Valentino's appointment to Interim Executive Director. The seat can remain vacant until July when Ms. Valentino's term would be up or it can be filled through an application process. If the seat is filled prior to July, the appointed will need to reapply and go through the appointment process again. Vice Mayor Jorgensen shared that there is no strong sense from the electeds of what they would prefer and are looking to get a recommendation from the JHTTB. Mr. Brooks thinks that if the Town/County was able to open an application process now and get someone on the Board sooner, that would be useful rather than waiting for the three seats to become vacant in July. Ms. Bess agrees that it would be helpful to have someone start earlier. Ms. Calder asked how long appointing a new Board Member would take. Vice Mayor Jorgensen said that the Town likes to advertise these positions for a month and the ability to go this route will be determined by the bandwidth of the Town and County staff; best case would be 6 weeks, realistically it might take 2 months. Ms. Calder would support bringing someone on sooner if possible. Mr. Geraci notes that if the Town and County are comfortable moving forward and thinks the considerations being spoken about are smart, he is in support of the Board seat being filled early. Vice Mayor Jorgensen will relay information to the Town that it is the JHTTB's desire to fill the seat prior to July 1, 2023.

Chair Dombroski noted that the JHTTB Vice Chair position needs to be filled with Ms. Valentino stepping down. Ms Calder noted her interest in the role. The Board will make a final decision at the January 19 meeting.

Ms. Calder asked what the timeline is for Kathryn Brackenridge to be resigning from the Executive Director position. Attorney Gingery noted that there is a 30-day clause to all contracts, and Chair Dombroski stated that the final date will be dependent on need once there is better understanding of the necessary overlap to pass information to the Interim Executive Director.

MATTERS FROM THE BOARD & CONSULTANT:

None.

RETREAT AGENDA & FACILITATION

Ms. Valentino presented on the final Sustainable Destination Management Planning, making the recommendation that the Board should adopt the final SDMP at the regularly scheduled January 29, 2023 meeting. Ms. Calder noted her concern about how the final SDMP is communicated to the public and the need to have a clear timeline and outreach plan. Mr. Geraci notes those concerns and shared the development of a “SDMP for dummies” (less than 15-page document capturing key points, pillars, steps) that makes it more accessible, understandable and easier to share. He included that to set expectations, the language used for the motion can help set those expectations and can be instructive and helpful to point to later on for how the Board thinks of the SDMP. Ms. Valentino stated that the immediate next step will be the establishment of the Destination Stewardship Council, so the JHTTB is able to show the community we are moving forward. Ms. Bess added that by adopting it, we can identify which parts of it we can lead and where we need the community to fit in. Ms. Calder asked if there are things in the SDMP that are not a part of the TTB’s mandate, where does that go? Mr. Dombroski stated that the language recommended for the motion to adopt the SDMP shows we will use the SDMP to guide our decision making and adds that he hopes other organizations will adopt the plan as well. Mr. Brooks is in agreement with the language of the suggested motion.

Mr. Geraci asked if we vote to adopt at the January 19 meeting, will the document become public? Mr. Dombroski noted that the SDMP is technically a public document now. Attorney Gingery confirmed that it’s a public document and has been released to the News and Guide through a public document request. He stated that the Board can only keep a document unpublic when it’s being worked on but the SDMP is a finished document. Mr. Dombroski noted that there has only been one public request and that the paper knows we are planning to release with a summary soon. Ms. Calder noted that adopting on January 19 might be too tight of a timeline to have all of the information for the public ready and that a public meeting or event would be a good option. Mr. Dombroski noted that it would be important for the JHTTB to be the first organization to adopt the SDMP. Attorney Gingery noted that it will be important to give people plenty of time to review the document and make public comment if they would like to. After discussion, the Board agreed to call a special meeting on January 26 at 9:00am at the Town Council Chambers to formally adopt the SDMP and share all documents and supporting documents to community and stakeholders.

Vice Mayor Jorgensen confirmed that the JHTTB is on the February 6 JIM meeting to receive a presentation about the SDMP but that the expectation should not be to ask the Town and County to adopt the SDMP, but that it would be helpful to get this in front of the Town and County before budget deliberations begin.

Ms. Valentino presented to the Board the Destination Stewardship Council Terms of Reference and Establishment Plan for Board discussion. The DSC is an advisory group that will bridge the gap between the current SDMP Steering Committee and a future destination management organization. Mr. Dombroski noted that because this is being established through the JHTTB, that the DSC would not be a voting group and that the Board would still need to abide by the State Statute, but that the DSC allows us to help facilitate this group and support community members in executing the SDMP outside of what falls within the JHTTB’s scope of work. He noted that the group having institutional knowledge and the ability to prioritize short term goals will

help in the discussions about a DMMO. Ms. Valentino noted that a Destination Management Coordinator would be needed to manage and facilitate, and would be the point person to coordinate these efforts. Ms. Calder asked if this would be a contracted position and what the start date would be. Mr. Dombroski confirmed that it would be an RFP process with an unknown start date. Mr. Geraci requested that the Board review the Draft Destination Stewardship Council Establishment Plan and make edits or suggestions by January 16 for the Board to approve it at the January 26 meeting. Ms. Calder noted the importance of having a diverse group representing the DSC and that there is a clear understanding that positions are based on organization, not individual. Ms. Bess noted that much was learned from the steering committee process and we will try to apply those lessons here.

Mr. Dombroski stated that we have not modified the JHTTB's mission or vision since the lodging tax was reestablished in 2010 but it's important for us to look at closely because it is front and center in our annual reports and that it is important to use it to guide our decision making. Mr. Dombroski set the goal to review and revise (if necessary) the JHTTB's mission and vision by the time new Board Members join in July 2023.

The Board went into a facilitated discussion with Eric Eide at 11:45am. Board discussion took place on personal values and how those align with the JHTTB's vision, strategy and tactics. The Board went through a brainstorming exercise to agree on the definitions of stakeholders, partners and contractors, increased demand for funding and increased demand for scope of work. The Board then found themes of causes for those challenges, developed affinity diagram and agreed on priorities to tackle. Two priorities that the Board agreed on were setting boundaries and expectations, and the need to bring in resources (contractors and partners).

The Board discussed the roles needed including a Marketing Manager, Communications Manager, Executive Director, Destination Management Coordinator, Social Media Agency, Administrative/Executive Assistant, and a Fiscal Manager. Ms. Calder noted the need for all scopes of work to be considered based on others to ensure no overlap and Board agreed. Sub committees of the Board were directed to develop scopes of work for positions and that RFPs will be developed based on those Scopes of Work. The RFPs will be opened strategically and as ready.

ADJOURN

At 5:00pm, Ms. Bess motioned to adjourn.