



## Jackson Hole Travel and Tourism Board Regular Meeting

Time: January 13, 2022, 03:00 PM Mountain Time (US and Canada)

[Link to Full Zoom Meeting Recording](#)

### **CALL TO ORDER/PRONOUNCEMENT OF QUORUM:**

Board Chair Cory Carleson called to order the Jackson Travel and Tourism Board regular meeting at 3:02 with a quorum with all seven board members present: Board Chair Cory Carlson, Crista Valentino, Mary Bess, Joe Madera, Willi Brooks, and Vice-chair Erik Dombrowski, and Treasurer Brian Gallagher. Also in attendance were JHTTB Attorney Keith Gingery, Accountant Bret Linsenmann, and contract staff members Kathryn Brakenridge, Sue Muncaster, and Tim O'Donoghue. Vice Mayor Arne Jorgenson and Commissioner Barron were also in attendance.

### **PUBLIC COMMENT:**

None

### **ACTION ITEMS**

1. Willi Brooks motioned to **approve the [regular meeting minutes: 12/09/21](#)**, seconded by Crista Valentino. Mary Bess pointed out a typo in the Million Dollar Music Festival section. **Motion passed unanimously contingent upon required edit.**
2. Brian Gallagher motioned to **approve the [vouchers](#) 3010 to 3024 in the amount of \$588,581.51**, seconded by Joe Madera. **Motion passed with 6 votes in favor; Carlson recused himself** from the vote because his employer, The Four Seasons of Jackson Hole, was on the list of vouchers.
3. [Procurement Policy Resolution #2022-03](#) (recorded meeting 10:08)

Attorney Gingery explained the resolution was in response to a recent need to buy goods versus just services (face masks). The resolution is based on Teton County's procurement policies with input from Treasurer Gallagher and Accountant Bret

Linnensenmen. Gingery clarified the bid process, conflict of interest, and State Statues giving priority to Wyoming businesses. **Treasurer Gallagher made a motion to approve resolution #2022-03; seconded by Erik Dombrowski. No public comment. The motion passed unanimously.**

4. [Credit Card Resolution #2022-01](#) (recorded meeting 23:38)

Attorney Gingery explained the resolution was in response to contract staff members asking for a credit card to do business directly related to doing business for the Board for such things as online subscriptions for technology. This resolution is also based on Teton County's existing policies for credit card use. After discussion over whether to keep item G requiring the Executive Director to pay any late fees, **Treasurer Gallagher made a motion to approve Resolution Number 2022 - 01 with the omission of paragraph G, seconded by Bess. Motion passed unanimously.**

5. [Electronic Signature Resolution](#): (recorded meeting 31:35)

Attorney Gingery explained this resolution was in response to the pandemic and difficulty securing signatures on documents and recommendation from the ED and Communications Manager to use DocuSign software. **Joe Madera made a motion to approve resolution to 2022 - 02, seconded by Bess. Motion passed unanimously.**

## DISCUSSION ITEMS

None

## UPDATES

### Treasurer's Update (recorded meeting 34:42)

Treasurer Gallagher reviewed the most recent budget for FY 2022 and pointed out relevant discrepancies. The initial budget did not have Cares Funding which came in at just under 1 million dollars. He reviewed actual lodging tax collections which are just under \$800,000 or 29% growth, ahead of projected 3% growth. Gallagher reviewed various other expenses that had unspent funds and memorialized a change to the budget approved in December for \$8000 for Rendevious Media Event. Even with all unallocated funds being spent by the end of June 2022, the current budget predicts \$733,000 being added to reserves bringing the total reserve to approximately \$5.5 million. Bret Linsenman confirmed our yield on reserves in the bank is only about \$10 per month; Gallagher said he is investigating other options for low-risk accounts to earn more interest.

Dombrowski pointed out that invoices from events and other allocations are very detailed with the exception of the Chamber of Commerce vouchers and requested, based on feedback from elected officials, that we require more detail from the Chamber. Linsenman said the Chamber previously provided detail and over the years they have moved to summaries. Dombrowski asked staff to work with the Chamber to determine the appropriate detail.

Where to list a few unallocated funds in the budget was agreed upon - mask expenses of \$50K were moved to “local marketing sponsorships” and \$3000 sponsorship from the WY Lodging Assn summer golf event was moved to “PR Opportunities.”

Gallagher stated that the broad takeaway is there are additional funds to allocate in FY 21 as the reserve amount is so large and, because the risk of the lodging tax being voted down is no longer an issue since it’s now State Statute, that the Board should discuss how to allocate more reserves at the upcoming Board Retreat.

### **Marketing Committee Update (recorded meeting 49:32)**

Vice-Chair Dombrowski updated the Board that Colle McVoy is prepared to launch a safety campaign if requested by Public Health, a winter “push campaign” is queued up if needed due to snow conditions, “Leave It As It Is” campaign will be discussed at the Feb. meeting, and there are updates in progress to [www.visitjacksonhoe.com](http://www.visitjacksonhoe.com) to address user experiences, additional sustainability messaging, and a dedicated page for the Destination Marketing Plan (DMP). Brackenridge clarified the work being put into assuring the messaging on the DMP is clear, accessible, and will ensure data gathering to inform the plan is as seamless as possible.

A Request for Proposals (RFP) for an Agency of Record is in the process and will be discussed and voted on at a further meeting.

### **Events Committee Update (recorded meeting 53:40)**

Event coordinator Britney Magleby reviewed the [Recap report for 21-22 Event Reimbursement](#) and said 3 events cancelled - JH Nordic Free Ski event, Model UN, and Arc’teryx Backcountry Academy totaling \$13,000. The Event Sponsorship Launch for 22-23 is live and will be open through February 25 for applications. The [FAQ page is an important resource](#) for Board Members and the public. The committee plans to do some webinars for the community to help them through the application.

Willi Brooks said a discussion on the budget for 22-23 events needs to be determined and could be tabled to the upcoming Board Retreat on Feb. 11.

Carter Westfall from Natural Selection Event updated the board they have announced 17 of the 24 Riders and have great reception on social due to the high visibility of European Riders. Additional international broadcast media has been secured. A large number of ticketed and pop-up events are planned throughout the week, and the team is pleased with early ticket sales. Diverse events include concerts, educational events, films, and speaker series, and opportunities to meet riders. 30 partners (sponsors) have been secured. The Leave It As It Is video will be released at this event, and it’s branded as Stay Wild Natural Selection event. Covid-wise, there are strict protocols and the participant, staff, and vendors are supportive of

the strategy. They are adhering to local public health guidelines and requirements of the venues such as the Center for the Arts.

Jess McMillan presented an update from Jackson Hole Rendezvous Festival. The line-up will be announced on January 20th and is working with permitting with the Town of Jackson and Teton Village Association. The Board and ED expressed support and gave Kudos to both Carter and Jess for their hard work bringing these events to fruition in a safe manner such difficult times.

**Sustainability Committee** (recorded meeting 1:09:49)

Crista Valentino updated progress on public relations, communications, and the resident sentiment survey that will deploy at the end of February. A Stakeholder Engagement Plan and Communications Plan has been developed. Implementation will be discussed and shared with the Board. The team from George Washington University and Confluence Sustainability will be here on the ground in early March to 1) confirm their “situational analysis” and do public meetings and details will be shared as they become available.

**MATTERS FOR THE BOARD AND CONSULTANT** (recorded meeting 1:13:48)

Carlson discussed the contract with agency of record Colle McVoy expired May 31. Last year the contract was extended due to Covid for consistency, but it needs to go to RFP. The goal is to start at the end of January. The RFP needs to be drafted (using something similar to the last one). Discussion ensued on next steps; Commissioner Barron suggested an opinion that an action item to direct staff to prepare the RFP and it’s approval for a future meeting is preferable with a Board vote. The potential for a special meeting to handle this business was discussed. Dombrowski confirmed that extending the contract is possible based on circumstances.

**PUBLIC COMMENT**

**ADJOURN**

Carlson thanked retired Executive Director Kate Sollitt for her years of service in support of the Board, as well as Commissioner Barron and Councilmember Jorgenson for joining and **made a motion to adjourn, seconded by Brooks. The meeting adjourned at 4:21 pm.**

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Respectfully Submitted:

Willi Brooks, Secretary

Date

Approved by the Board February 10, 2022, as evidenced by the Chairman’s signature below and attested to by the Board Secretary:

Attested:

Cory Carlson, Chair

Date

Willi Brooks, Secretary

Date