

**REGULAR MEETING MINUTES
THURSDAY, JANUARY 19, 2023, 3:00 PM**

CALL TO ORDER

Chairman Dombroski called the meeting to order at 3:00pm on Thursday, January 19, 2023.

PRONOUNCEMENT OF A QUORUM

Chairman Dombroski, Treasurer Mike Geraci, Secretary Willi Brooks, and Mary Bess were present, with Julie Calder on Zoom. Cory Carlsen was absent.

PUBLIC COMMENT

Sue Muncaster noted that she had hoped the Board would take a more radical approach to the future coming out of the Board Retreat and encouraged the Board to consider reimagining the JHTTB structure moving forward, including bringing on staff members and continuing to be creative in our spending to support SDMP efforts. Katie Holmes with Rendezvous Events updated the Board on the upcoming Winter Rendezvous from January 22 - 25, 2023 and the Responsible Recreation panel on January 22.

ACTION ITEMS

APPROVAL OF MINUTES

Mr. Brooks motioned to approve January 11, 2023 Special Meeting Minutes. Seconded by Mr. Geraci. No public comment. Motion passed 5-0.

REVIEW AND APPROVAL OF VOUCHERS

Mr. Geraci motioned to approve vouchers 3192-3215 to the amount of \$1,117,896.58. Mr. Brooks seconded. No public comment. Motion passed 5-0.

AMENDMENT TO FISCAL MANAGER CONTRACT SERVICES

Mr. Dombroski offered background. Currently, the Fiscal Manager's contract expired on January 14, 2023 and would like to extend the current contract to ensure the current Fiscal Manager is able to be paid while the Board goes through a new RFP process. The first motion would be to extend the current contract and a second motion will be to approve the RFP for a Fiscal Manager. Dombroski explained that the scope of work for the position has drastically changed from the original role of a bookkeeper to now being a full fiscal manager, and that this is due to the expanded scope of work of the Board. The additional scope includes investments, significantly more grants, partners being

funded at higher amounts, and multiple contractors to manage. In total, the new scope of work includes 26 items. Dombroski also suggested an increase to the compensation of the current contract. Mr. Geraci motioned to amend the Fiscal Manager contract services as presented. Ms. Bess seconded. No public comment. During discussion. Mr. Geraci asked Mr. Linsenmann how many hours he is spending on the contract. Mr. Linsenmann responded that the contract should be based on 670-700 hours per year. Attorney Gingery recommended for the contract to be extended to March 9, 2023 to quicken the process but that there should be no change in compensation due to an RFP being issued immediately. The timeline will be to award the contract by February 24, 2023 to have a contract finalized and signed by March 9, 2023. Mr. Geraci rescinded the original motion. Mr. Geraci made a new motion to approve the amendment to the Fiscal Manager contract with an amendment to the date in Section 1 in Article 3 of the agreement to reflect a March 9, 2023 date instead of May 19, 2023. Seconded by Ms. Bess. No public comment. Motion passed 5-0.

APPROVAL OF RFP FOR FISCAL MANAGER CONTRACT SERVICES

Mr. Brooks motioned to approve the RFP for the Fiscal Manager Contract Services as presented. Seconded by Mr. Geraci. No public comment. Mr. Dombroski shared that the scope of work presented was based on reviewing the services already being performed and that he foresees being performed over the following ways based on the direction and trajectory of the Board. The timeline is to provide 3 weeks for responses to the RFP, with the RFP being opened January 20 and a February 10 closing date. The Board will then perform interviews and will award a contract on February 24 with a contract in place by March 9, 2023. Ms. Bess noted typos in the RFP and requested those to be fixed prior to the RFP issuance. Specifically, Item 3 should change from listing specific contractors to saying “other contractors,” and Item 11 should say “Executive Director and other contractors.” Mr. Brooks amended his motion to include the noted changes in Item 3 and Item 11. Seconded by Mr. Geraci. No public comment. Motion passed 5-0.

CONSIDERATION OF DIRECTING STAFF AND ATTORNEY TO DRAFT RFP/RFQ FOR THE FOLLOWING CONTRACTORS

Mr. Brooks motioned to direct staff and attorney to draft RFP/RFQ for the contractors as presented. Ms. Calder seconded. No public comment. Mr. Dombroski noted that these positions were the result of the needs of the Board based on discussions from the Board Retreat. A timeline for the RFP process and issuance of each RFP will be shared as the RFP/RFQs are completed. Mr. Geraci noted that some of the positions are being RFP'd due to the expiration or due-to-expire contracts with current agencies. Motion passed 5-0.

REVIEW AND APPROVAL OF EVENT DOCUMENTS 2023-2024 Event Sponsorship Agreement.

Ms. Magelby presented the 2023-2024 Event Sponsorship Agreement. She noted that there are overall minimal changes to the agreement and that the Events Committee, Attorney, and Fiscal Manager reviewed. Specifically, there is a slight change in #4 and the main change are in questions #7 and #8, which used to be one item but now are

broken into two, which focus on a media release for events to provide access to the events for JHTTB to create assets from. Mr. Brooks motioned to approve the 2023-2024 Event Sponsorship Agreement as presented. Seconded by Ms. Bess. No public comment. Mr. Brooks thanked Ms. Magelby and the Chamber, noting that the program is in a good spot because of their good work. Mr. Geraci asked about the media release, specifically 2nd paragraph about granting contractors access to events. Discussion between the Board took place about the challenge of giving access to contractors for events and the use of images and assets for personal use. Attorney Gingery recommended he would review the contract after doing some research and can present a suggestion at the next regularly scheduled meeting. Mr. Brooks noted the timing wouldn't be an issue and rescinded his motion. Mr. Dombroski noted that there should be a clause that protects the Board and Mr. Geraci noted that this is a gray area and worth discussion and thought.

2023-2024 Event Recap Report

Ms. Magelby presented the 2023-2024 Events Recap Report. She noted that Google Forms will be used again to receive information from grant recipients and there are minimal changes to the form. All necessary information needed from grant recipients to be reimbursed is able to be uploaded directly into the form to make the process more streamlined. Question 37 is specifically asking about sustainability initiatives that took place at the event. Mr. Brooks motioned to approve the 2023-2024 Event Recap Report as presented. Seconded by Ms. Bess. No public comment. Ms. Bess asked for events applications to be reviewed with consideration to the SDMP. Mr. Dombroski asked when the next grant cycle will be. Ms. Magebly said it will open during May and June for events in the Fall. Motion passed 5-0.

TERMINATION OF SUSTAINABILITY COORDINATOR CONTRACT AND ISSUANCE OF WRITTEN 30 DAYS NOTICE

Mr. Geraci motioned to terminate the Sustainability Coordinator contract and the issuance of 30 days notice, ending the contract on February 18, 2023. Ms. Calder seconded. Public comment made by Tim O'Donoghue thanking the Board for the opportunity to work together. Discussion from the Board included Mr. Geraci thanking Mr. O'Donoghue and the Riverwind Foundation for the work on the contract and noted that the termination is not reflective of their work and efforts. Mr. Dombroski noted that this contract was ending upon receiving the SDMP and noted that an RFP for a Destination Management Coordinator will be issued in the near future to continue the work. Ms. Bess noted that the original scope of the contract was to develop and facilitate the SDMP process and now that it has been completed, the contract in its current form is no longer needed. Motion passed 5-0.

DISCUSSION ITEMS

TREASURER'S UPDATE

Mr. Geraci: November tax collections came in at over \$152,000, which was 22% above our estimate and 24% above prior year. The lodging tax is currently sitting at \$3.4 million collected out of \$3.6 million budgeted. Mr. Drombroks noted that the decrease seen in lodging tax collections is a reflection of the strength of the vacation rental market and not a clear indicator of hospitality and tourism numbers. Dombroski also noted the significant impacts to lodging in the last year due to unexpected closings.

PARTNER REPORTS:

Jess McMillan, Director of Special Events and Partnerships, from JHMR reported on Rendezvous Festival and shared that they are sold out of VIP tickets. VIP tickets did not sell out last year. She attributes this to the higher caliber of talent due to funding from the JHTTB. Additional supporting acts were announced and marketing efforts are shifting to encourage people to ‘come out for a free concert, enjoy local businesses, celebrate the community.’ Ms. McMillan noted a bump in DestiMetrics and Mr. Brooks notes that an airline report was helpful. Ms. McMillan said that they will be providing the JHMR passport card that includes local businesses and experiences for people to enjoy while here.

David Kingston, Interim Director from Jackson Hole Central Reservations presented that the Air Credit program is at \$444,00 vs. last year of \$104,000 through yesterday. JHCR is seeing success with the \$300 and \$400 credit, which is tied to the length of stay. Total air sells through CenRes has tripled year over year, and JHCR is just under \$1,000,000 compared to just under \$340,000 last year. Currently, JHCR is focused on Spring bookings after seeing today’s Destimetrics report noting some holes to fill. Mr. Kingston also noted that JHCR is receiving interest in summer more than previous years. The current YTD of the Icon Epic Mountain Promotion has sold 21 reservations (compared to 2 last year) and a \$200 airfare promo has sold 47 (compared to 42 last year). Ms. Calder asked if there is any slowing to the booking pace. Mr. Kingston says they are seeing more of a price conscious consumer.

COMMITTEE REPORTS

Events Committee

- Ms. Magelby shared an overview of an event recap presentation, noting the amount of funds awarded in 22-23, how much has currently been reimbursed to awardees, and upcoming events. The current events application is live and has received 1 application. Mr. Geraci asked if the JHTTB can use one of the spots on KHOL to note the upcoming events. Ms. Bess asked if the events committee asked applicants how they’ve heard about the event applications. Mr. Brooks said that we have learned a lot about what event applicants need and are looking for

and that the program has been amended based on the feedback but have not asked how they heard about the opportunity and can in the future.

- Mr. Brooks noted that this is Ms. Magelby's last meeting and that the position will be taken over by Mr. John Morgan from the Jackson Hole Chamber of Commerce

Marketing Committee

- Ms. Calder reported that the Marketing Committee continues to work on a number of campaigns. Winter campaign will run through the end of February. Additional campaigns will lead into Spring and with Destimetrics, it's important to execute a campaign during that time. There is a stock car (a jeep that has all sorts of activity type equipment) going up and down the California coast. There is a billboard going up in NYC with messaging that speaks to the SDMP and the type and style of tourism coming in. The Marketing Committee will continue to work on the annual report.
- Ms. Calendar notes that the Marketing Committee will be strategizing how to combine marketing efforts with SDMP language for spring and summer marketing.
- Ms. Calder reported that an update on the website took place with TMBR and there has been progress on design work and functionality. An official call for content is open and the community is being asked to respond to the request. Many changes also took place to the current website to update it in the interim.

Sustainability Committee

- Ms. Bess reported that at the next special meeting, the Board will be looking to adopt the SDMP and will use the SDMP to guide future decision making from the Board that still aligns with the State Statute. Ms. Bess noted that all SDMP documents will be made available to the public at the special meeting on January 26 which includes summary documents that will hopefully make the rest of the SDMP more digestible.
- Ms. Bess thanked the Riverwind Foundation and stated that the SDMP work couldn't have been successful without them.
- Ms. Bess noted that it will be the recommendation of the Sustainability Committee to create a Destination Stewardship Council and the Board will be asked to fund a Destination Management Coordinator to support the work of that volunteer advisory council.

MATTERS FOR THE BOARD AND CONSULTANT

Mr. Dombroski announced a special meeting of the JHTTB for January 26, 2023 at 9am in the Town Council chambers that will also be made available on Zoom.

Mr. Dombroski stated that the Board has officially received the current Executive Director's resignation and notice of termination of her contract, with Ms. Brackenridge's

last day being January 31, 2023. There will be the need to add the ability to pay Ms. Brackenridge for hourly contract work to support the interim-Executive Director.

Ms Brackenridge shared that she will develop the noted RFPs and will look at budgets with the fiscal manager to be clear what type of budget the Board has to support these roles and as a reference as the budget is being developed for FY 24. The annual report will be delivered on Friday, January 27, 2023 for distribution at the Governor's Conference in Cheyenne at the end of the month.

Mr Geraci asked about voting on a new Vice Chair. Mr. Dombroski stated that the Board slate can be decided at a future, non-special meeting.

Mr. Dombroski noted that the Board agreed at the Board Retreat that they would like to fill Ms. Valentino's open seat and that this was communicated to Vice Mayor Jorgensen at the Board Retreat.

ADJOURN

Mr. Geraci made the motion to adjourn at 4:32pm.