

**JACKSON HOLE TRAVEL AND TOURISM BOARD
SPECIAL MEETING MINUTES
THURSDAY, JANUARY 26, 2023, 9:00 AM**

LINK TO ZOOM RECORDING:

https://us02web.zoom.us/rec/share/hwB_INCc_3KDvrX1OuxOEj9ZewVKO1slyc5o_HxzRu91RqjAzxcTolu43YH38_0x.afzSfxD5VT608HZh

CALL TO ORDER

Chairman Dombroski called the meeting to order at 9:00 am on Thursday, January 26, 2023.

PRONOUNCEMENT OF A QUORUM

Chairman Dombroski, Treasurer Mike Geraci, Mary Bess, Julie Calder and Cory Carlson were present in person, with Secretary Willi Brooks on Zoom.

PUBLIC COMMENT

No public comment

ACTION ITEMS

ADOPTION OF THE TETON COUNTY SUSTAINABLE DESTINATION MANAGEMENT PLAN

Ms. Bess made a motion to adopt the Teton County Sustainable Destination Management Plan. Seconded by Mr. Geraci. No public comment. Motion passed 6-0. Mr. Geraci notes that the full SDMP and all accessory items are available online at www.visitjacksonhole.com/sdmp.

REVIEW AND APPROVAL OF THE TERMS OF REFERENCE FOR THE DESTINATION STEWARDSHIP COUNCIL

Mr. Geraci motioned to approve the Terms of Reference for the Destination Stewardship Council as presented. Seconded by Mr. Carlson. Mr. O'Donoghue, JHTTB Sustainability Coordinator, offered background for the public citing that the Destination Stewardship Council (DSC) is an interim organization to bridge the gap between where we are now and a potential future destination management organization body, recognizing that developing a long term destination management organization will take time to establish. The purpose of the DSC will be to maintain momentum and oversee the implementation of the SDMP. The first step will be to develop the Core Team, then the Core Team will build out the DSC by recommending key organizations and stakeholders who must be represented on the Council. No further public comment. No Board discussion. Motion passed 6-0.

DIRECT STAFF TO DEVELOP CORE TEAM FOR DESTINATION STEWARDSHIP COUNCIL

Mr. Carlson motioned to direct staff to develop the Core Team for the Destination Stewardship Council. Seconded by Ms. Calder. Ms. Calder asked if there was a definition of who is in the Core Team and the makeup of the full DSC. It was confirmed that the DSC and Core Team would be composed of a diverse stakeholder group representing the major sectors of the community, with the

DSC being up to 20 membres. The stakeholders will be based on organization or entity, not individual, and a representative of that organization or entity will need to be appointed. Ms. Bess confirmed that there will be an expectation of all members, laid out in the Terms of Reference. Motion passed 6-0.

DISCUSSION TO DIRECT STAFF TO DRAFT AGREEMENT FOR TRANSITIONAL SUPPORT TO INTERIM DIRECTOR

Mr. Brooks motioned to direct staff to draft an agreement for transitional support for the Interim Executive Director. Ms. Bess seconded. No public comment. Ms. Bess asked about the anticipated need. Ms. Valentino noted that the bulk of transitional support would take place within the first 10 days of February but having additional time and budget allocated, based on the proposed contract that has a not-to-exceed clause and a contract end date of March 31, 2023, allows for some buffer in case something comes up in the future. Ms. Valentino noted that it is the intention to complete the transition as soon as possible and that Ms. Brackenridge has been very helpful in passing along a lot of information already. Mr. Dombroski confirmed that there will be a term date and a rate in the contract. Motion passed 6-0.

DISCUSSION ITEMS

None

MATTERS FOR THE BOARD AND CONSULTANT

Mr. Dombroski noted that coming out of the Board Retreat in January, that the JHTTB would like to provide the community with a quarterly hospitality partner update. Ms. Calder noted the difficulty in getting partners together because of the busy season, not for their lack of interest. Ms. Bess and Ms. Calder agreed that the focus of the meeting should be to inform partners of current trends, upcoming campaigns, and an update of what the industry is seeing. Mr. Geraci and Ms. Calder suggested after President's Day but before Spring Break to also allow for a better prediction of spring and summer numbers. The Board agreed on the first week of March. Ms. Bess asked to poll the community to understand what they would like to hear during these meetings and Mr. Geraci offered that it would be useful to start with a broad overview to then bring it into local context and response. A final date with agenda and meeting focus will be chosen and communicated to the public.

Mr. Brooks updated the Board that an activation plan for Rendezvous fest is being discussed and will share more at the next regularly scheduled meeting. He also thanked community members for attendance.

ADJOURN

Ms. Bess made the motion to adjourn at 9:26am.