

**REGULAR MEETING MINUTES:
THURSDAY, FEBRUARY 9, 2023, 3:00 PM**

CALL TO ORDER

Chairman Dombroski called the meeting to order at 3:00 pm on Thursday, February 9, 2023.

PRONOUNCEMENT OF A QUORUM

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

PUBLIC COMMENT

No public comment

ACTION ITEMS

APPROVAL OF MINUTES

Mr. Brooks made a motion to approve the January 19, 2023 meeting minutes as presented. Seconded by Mr. Geraci. No public comment. Motion passed 6-0.

Mr. Brooks made a motion to approve the January 26, 2023 meeting minutes as presented. Seconded by Mr. Geraci. No public comment. Motion passed 6-0.

REVIEW AND APPROVAL OF VOUCHERS

Mr. Geraci made a motion to approve vouchers 3216 through 3233 in the amount of \$412,345.60. Seconded by Ms. Calder. No public comment. Motion passed 6-0.

REVIEW AND APPROVAL OF HOURLY CONTRACT WITH KATHRYN BRACKENRIDGE

Mr. Brooks made a motion to approve the 2023 contract with Brackenridge Communications for executive director transition services. Seconded by Mr. Geraci. No public comment. Ms. Calder noted that this contract is to support the Interim Executive Director as needed if questions arise about the position. Motion passed 6-0.

REVIEW AND APPROVAL OF 2023-2024 EVENT SPONSORSHIP AGREEMENT

Mr. Brooks made a motion to approve the 2023-2024 Event Sponsorship Agreement as presented. Seconded by Mr. Geraci. No public comment. Ms. Valentino noted that the language was reviewed and approved by Attorney Gingery. Mr. Carlson asked if this type of language was present in the online Libris Library. Ms. Valentino responded that the JHTTB would be switching platforms to Crowdriif and that, prior to uploading any video or photo assets, users would be asked to read and accept a rights of usage clause that would be similar but not exactly the same. Motion passed 6-0.

APPROVAL OF RFPs FOR DISTRIBUTION

Ms. Calder made a motion to approve the Operations Manager RFP for distribution. Seconded by Mr. Carlson. No public comment. Motion passed 6-0.

Mr. Carlson made a motion to approve the Destination Management Coordinator RFP for distribution. Seconded by Ms. Bess. No public comment. Ms. Bess noted the anticipated time needed at 30 hours per week and referenced that the recommendation from Riverwind Foundation and George Washington University was that the position should be full time. Mr. Dombroski would prefer to assume that more time was needed for these roles than less and supports the 30 hours/week. Mr. Geraci asked if this should be a fixed hourly wage or a monthly retainer. Mr. Dombroski noted that the Board has hired contractors in both ways, hourly and a monthly retainer, but proposals should include a breakdown of hourly costs. Ms. Calder asked what happens if the Board doesn't receive enough applicants for these positions and Mr. Dombroski responded that the Board can extend deadlines. Motion passed 6-0.

Mr. Geraci made a motion to approve the Communications Manager RFP for distribution. Seconded by Mr. Carlson. No public comment. Mr. Geraci asked about line item 13 and what the word "produce" means when referring to blogs. The Board discussed the line item language and decided to amend line item 13 to "produce and distribute monthly updates on Board activities." Mr. Geraci rescinded the motion. Mr. Dombroski made a motion to approve the Communications Manager RFP for distribution based on updating item 13 to "produce and distribute monthly updates on Board activities." Mr. Geraci seconded. Motion passed 6-0.

Ms. Calder made a motion to approve the Marketing Manager RFP for distribution. Seconded by Ms. Bess. No public comment. Mr. Geraci asked if it is possible to require monthly updates from contractors. Mr. Dombroski noted that we can add terms into the contract that require monthly status updates to help in providing accountability for the contractors. Mr. Geraci noted that this would be a simple way to know what was happening last month and what is going to take place in the upcoming month. Mr. Dombroski noted that this can be overseen by respective committees. Ms. Bess confirmed that this would not need to be in the RFP but can just go into the contract and Mr. Dombroski agreed. Ms. Calder rescinded her motion. Ms. Calder made a motion to approve the Marketing Manager RFP for distribution with the amendment of the introductory paragraph with writing out the Jackson Hole Travel and Tourism Joint Powers Board prior to the acronym. Seconded by Ms. Bess. No public comment. Motion passed 6-0.

Mr. Brooks made a motion to approve the Executive Director RFP for distribution. Seconded by Mr. Carlson. No public comment. Motion passed 6-0.

DISCUSSION ITEMS

PARTNER REPORTS:

Kristan Burba offered an event update for the Winter Rendezvous from January 22 - 25, 2023.
[Rendezvous Events Recap](#)

TREASURER'S UPDATE

Mr. Geraci reported that December receipts were collected, bringing in almost \$392,000, about \$42,000 over what was budgeted for and over 5% from last year. The Board is ahead of 2022 and are ahead of budget. The JHTTB has \$6,451,000 in cash on hand and the investment income YTD is almost \$53,000.

COMMITTEE REPORTS

Events Committee

Mr. Brooks reported that they have been working with JHMR with developing activation for Rendezvous Fest. The JHTTB has put into production 2,500 Stay Wild branded NoSo patches to give out. There are some more details that still need to be developed but the Board will be updated as more details emerge. The marketing committee has been working to develop a video for the video spots during Rendezvous Fest.

Mr. Morgan hosted a Q&A for event applicants and there were many great questions. The Events Committee has been getting good engagement and feedback regarding splitting the funding cycles into two. Applications are open right now and Mr. Morgan noted that there are 5 applications in right now but the Board receives about 75% of applications in the last week.

Ms. Bess asked if there was events outreach to the schools to ensure they were aware of the funding. Mr. Brooks said he thinks they are aware but he will reach out to let them know as well.

Marketing Committee

Ms. Calder reported that the winter campaign continues to drive visitors and that it's great to see that the air credit program from Central Reservations is up to \$475,000. Looking at DestiMetrics shows that Rendezvous Fest week is a spike in visitation. The Marketing Committee also approved a Spotify campaign for Rendezvous Fest, and additional rich media is being pushed across multiple channels.

Ms. Calder noted the importance of being proactive going into spring and summer to ensure the Board continues to balance marketing with management. New Thought Media shared a good social media report that can be shared with the Board. TMBR is on track with developing wireframes for the website and the next big push will be developing content. TMBR will be putting out an RFP for local photo and video assets.

Mr. Geraci added that representatives from Colle McVoy will come to Jackson the week of March 13, 2023. Ms. Calder suggested to invite Colle McVoy to the next Board meeting.

Sustainability Committee

Ms. Bess noted that the Riverwind Foundation is supporting the Board in coordinating the Destination Stewardship Council meeting at the end of February so there will be updates at the next March Board meeting.

MATTERS FOR THE BOARD AND CONSULTANT

Mr. Dombroski shared that the Hospitality Partners update will be held on March 14, 2023 from 9am - 11am, and the timing coincides with when Colle McVoy is in town.

Mr. Dombroski reported that he presented the SDMP at the Governor's Conference and it was very well received, noting that he sees a global and statewide shift in how destinations and the state are being promoted, with a focus on having 'better guests' vs. 'heads in beds'. He also attended the first JH AIR Board Meeting and presented the SDMP to the group. There were great questions and JH AIR committed to having a representative on the Destination Stewardship Council Core Team.

Mr. Dombroski asked if the group would like to hold a special meeting to discuss the 2024 budget. The JHTTB is currently on the May JIM meeting to present the budget to the JIM and noted that he would like to use the April regularly scheduled JHTTB meeting to approve the budget. A doodle poll will be sent out to decide a date.

ADJOURN

Ms. Bess made a motion to adjourn at 4:10pm.