

# JACKSON HOLE Travel & Tourism Board

Jackson Hole Travel and Tourism Board Regular Meeting Minutes  
Time: February 10, 2022, 03:00 PM Mountain Time (US and Canada)

[Link to Zoom Recording](#)

## CALL TO ORDER/PRONOUNCEMENT OF QUORUM:

Board Chair Cory Carleson called to order the Jackson Travel and Tourism Board regular meeting at 3:00 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 Accountant Bret Linsenmann, Keith Gingery, and contract staff members Kathryn Brakenridge, Sue Muncaster, Britney Magleby, and Tim O'Donoghue. Commissioner Barron was also in attendance.

## PUBLIC COMMENT:

None

## ACTION ITEMS

1. Joe Madera motioned to **approve the [Regular Meeting Minutes: 1/13/22](#)** seconded by Willi Brooks. **Motion passed unanimously.**
2. Brian Gallagher motioned to **approve the [Vouchers 3025 - 3039](#) for \$379,786.08,** seconded by Mr. Brooks. **Motion passed unanimously.**
3. Mr. Brooks motioned to **approve of Events Sponsorship [2022-2023 TTB Event Sponsorship Recap Report](#).** Mr. Madera seconded him. Mr. Brooks confirmed these reflected changes from the January meeting. Anyone seeking \$10,000 or more in event funding will be required to fill out the sustainable event application. Discussion over question 21 - Crista Valentino explained the goal of identifying and tracking 100% local events. **Motion passed unanimously.**
4. Brooks motioned to **approve 2022 - 2023 Event Sponsorship – [Reimbursement Guidelines](#),** seconded by Mr. Dombrowski.
5. **Mr. Dombrowski motioned to approve [RFP for Creative Agency Services](#).** Mr. Carlson seconded. Mr. Dombrowski clarified the RFP was based on previously approved RFPs with updates to 1) in the past summer marketing was excluded, for this RFP “management” is included as well as marketing, a year-round commitment (previously summer was excluded), and digital components. Additionally, rather than focusing on

constant promotion, the contractor will be responsible for analyzing data and responding appropriately. The goal is to select a contractor on April 29, 2022. The agreement is a 1-year contract with an option for a second-year extension. Mr. Dombrowski amended the motion to approve the RFP but to strike verbiage on page 10, 2nd paragraph referring to seasonality. **Motion passed unanimously.**

## **DISCUSSION ITEMS**

None

## **UPDATES**

**Treasurer's Update:** Treasurer Gallagher updated the board on lodging tax collections up 61.5% in December 2021 compared to 2020; 50.5% over 2019. For the calendar year, 2021 collections are up 30% over 2019.

### **Marketing Committee Update:**

- Mike Schwabb and the team from Colle McVoy gave an update on all marketing initiatives. The presentation is linked here, and you can see the [marketing presentation by opening the Zoom Recording linked here](#) and navigating to 27:25 minutes into the recording. [Attached is the Marketing Deck referenced](#) in the video. The [FY 2020 Annual Report has been released and can be accessed here](#).
- [Rendezvous Press Events Fall & Winter Update](#) - Kristan Burba Clarke updated the Board on her last two sustainability-focused media familiarity events that included two forums with local responsible tourism and recreation leaders. She shared several articles focused on sustainability content and recommended local businesses and land management strategies in national publications.

### **Events Committee Update:**

- Natural Selection recap: Carter Westfall and Jeff Stein updated the board on an “amazing week” despite challenging snow conditions and Covid. Thanks to multiple channels, early viewership numbers (1.25M viewers in aggregate) were pacing above last year. They were proud of placements on CNN and Forbes and showed the Leave it as it Is videos in multiple places. Highlights for the first “in-person” event include 56 hours of programming, six presenters, eight music events, and eight media outlets in town. 4 events sold out but were streamed. Rough attendance numbers were 3200 for ticketed events; non-ticketed events drew about 1200 people. Covid protocols were followed, and there were no complaints about outbreaks. The team is pumped about the future and has identified opportunities for improvement, particularly local community inclusion and outreach.

- Jackson Hole Rendezvous Festival update: Jess McMillan updated the board that the event has been launched, and the entertainment announced: Fitz and the Tantrums and Ben Harper & The Innocent Criminals are headlining the festival. Website interest, lodging bookings, and VIP ticket sales are promising. Mr. Carlson reminded the public this event was intentionally moved to the first week in April due to traditionally low visitation rates.

**Sustainability Committee Update:** Ms. Valentino updated the board that the situation analysis was not quite ready for the retreat, but a summary overview was provided. Resident sentiment surveys are prepared for testing, and the Steering Committee will be tasked with this activity. The George Washington site visit is March 14-18; they will have individual and focus group interviews and public meetings. March 3, 2022, is a Chamber Business over Breakfast event focused on the Sustainable Destination Management Planning process. The survey will go live on Feb. 22.

**PUBLIC COMMENT**

none

**MATTERS FOR THE BOARD AND CONSULTANT**

Vice-Chair Dombroski brought to the Board’s attention the need to [update the bylaws](#) available on the Teton County website - these are the governing documents for the JHTTB, which have not been updated since 2016. Mr. Dombrowski suggested everyone review them and discuss them at a future meeting.

Mr. Carlson announced that the JHTTB Board Retreat is scheduled for Feb. 11, 2022, 9-5 pm at the Cloudveil Hotel.

**ADJOURN**

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Respectfully Submitted:

Willi Brooks, Secretary

Date

Approved by the Board March 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