

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
January 10, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on January 10, 2019 at the Town council chambers, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The regular meeting was called to order at 3:00 p.m. by Chair Gallagher. A quorum was present with board members including; Willi Brooks, Crista Valentino, Brian Modena, Cory Carlson, Erik Dombroski was absent. Alex Klein attended via phone. Attorney Weisman was present.

Public comment:

Sarah Niklas provided an update on the upcoming Rendezvous Press Event. Sponsors include: JHMR, Roadhouse Brewing, Turpin Meadows ranch with gear sponsors including, Smith, Ecco, Lifeproof, Stanley, Stio, Darntough. Journalist include a large list covering magazines like; *CNN, Afar, NY Times, Outside, People, Women's Health, Gear Patrol, Freeskier*, and more.

Approval December 13, 2018 regular meeting minutes:

Carlson made a motion to approve December 13, 2018 meeting minutes, seconded by Modena, there was no discussion, motion carried.

Voucher Review and Approval:

Dombroski motioned to approve vouchers #2524-2539 in amount of \$263,100.93. Brooks seconded, no discussion, motion carried.

Treasurer's update:

Dombroski indicated that lodging tax collections were up 14.5% versus same time last year and trending positively. Overall taxes are up 1% with a surplus of \$215,000.

Fiscal Manager agreement:

Sollitt presented a review of the RFP process. Proposals were due January 4th and the JHTTB received one submission from Linsenman & Linsenman. Proposal was reviewed by Treasurer, Board Chair and ED and an agreement was drawn up by ED and Attorney. Dombroski motioned to approve agreement as presented, seconded by Modena, discussion included the great work that current fiscal manager is doing and the fee structure. A vote was taken, motion carried unanimously.

Committee Updates –

Special Events –

No update from events.

Marketing Committee-

Sollitt updated the board on marketing. Marketing committee launched a promotion including a snow meter count and promoting the \$200 off air credit. Marketing committee also updated the board on the Tag Responsibly campaign which is gaining a lot of publicity along with communities that are following suit. Modena indicated that NOLS is considering adding Tag Responsibly as the

6th tenet.

Matters from the Board & Consultant:

Sollitt reminded board of board retreat scheduled for January 25, 2019 at Snow King. Klein requested a meeting with new elected officials prior to May budget meeting. Klein also provided a legislative update that includes a Statewide lodging tax that has been assigned to minerals committee and a TBID , (Tourism Business Improvement District), bill with the goal of helping other municipalities looking to promote tourism. Valentino made a motion to adjourn, seconded by Gallagher, meeting adjourned 3:32 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board February 14, 2019 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher , Chair Date

Brian Modena, Secretary, Date