

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

**CALL TO ORDER**

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

**PRONOUNCEMENT OF A QUORUM**

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

**PUBLIC COMMENT**

No public comment

**ACTION ITEMS**

**APPROVAL OF MINUTES**

Ms. Bess made a motion to approve the February 9, 2023 meeting minutes as presented. Seconded by Ms. Calder. No public comment. Motion passed 5-0.

**REVIEW AND APPROVAL OF VOUCHERS**

Mr. Geraci made a motion to approve vouchers 3234 through 3251 in the amount of \$271,929.60. Seconded by Ms. Bess. No public comment. Motion passed 5-0.

**DISCUSSION ITEMS**

**TREASURER'S UPDATE**

Mr. Geraci reported that December receipts were collected and deposited in February, in the total amount of \$392,963.79, which was above estimate and above last year's by more than 5%. We are tracking down from the previous year (2022) but overall above 2021. Overall receipts and tax collections look good. Mr. Dombroski noted that it is surprising collections for December, that might be brought in because of vacation rental properties. He noted that there are additional tools that can help track performance of vacation rental properties year over year, and the Board is considering using some of these companies to provide some additional data.

The JHTTB currently has \$192,572.20 in their operating account, \$2,349,596.20 in savings account, and \$4,054,376.17 in investments. Year to date, \$54,000 has been earned in interest from the investment account.

### **PARTNER REPORTS:**

#### [Jackson Hole Wildlife Foundation](#)

*Kyle Kissok, Communications Manager*

Mr. Kissok presented on the Jackson Hole Wildlife Foundation's Being Wild program has been performing. 900 water bottles were distributed with bookmarks at the Jackson Hole Chamber of Commerce, Jackson Hole Airport and the visitor's center that shared three ways for visitors to support wildlife. Being Wild partnered with the Grand Teton National Park Foundation to distribute "Don't Feed, Don't Speed" car hangers for rental car companies. An electronic newsletter was created to send out 4x per year and currently has 180 subscribers. Spending of the JHTTB funding was on social media channels to advertise programs and paid advertising to spread educational messaging. Being Wild PSA has been playing in the airport lobby sharing educational messaging. Advertising for Being Wild included print ads, start bus advertisements, and digital/social media. Volunteer opportunities include Bird Banding, Moose Day, and Being Wild also shares volunteer opportunities from other organizations. Funds also went to developing the Nature Mapping App to engage visitors in wildlife sightings and capture citizen science data.

#### [Central Reservations Update](#)

*David Kingston, Interim Executive Director*

David Kingston presented an update from Central Reservations. There has been an increase of summer calls already starting. The \$300 off promotion with the 4 day pattern is still running and sells the best. \$539,600 has been spent currently, with the JHTTB contributing dollar for dollar up to \$300,000. Cen Res will plan to continue selling beyond the \$300,000 commitment from the JHTTB.

### **COMMITTEE REPORTS**

#### **Events Committee**

16 events applied under community character, 2 under signature event, totalling 33 total events. Total amount equals \$760,900. A recommendation for event funding will be available for the May meeting.

#### **Marketing Committee**

Meetings are held bi-monthly. At the last meeting, an analytics report was reviewed showing that the number one place people visit on the Visit Jackson hole website is the lodging page. Colle McVoy will be on site for the Hospitality Partners meeting next week. The marketing committee will also meet with them on March 15 to look at an annual campaign and a year long overview of different marketing tactics and opportunities. A Spotify campaign is currently running to promote Rendezvous Fest. The ne website is on track and slated to launch in May with content is currently being created.

### **Sustainability Committee**

The first Destination Stewardship Council meeting was convened on February 24 with a focus on developing and approving a Terms of Reference and setting expectations for the group. The discussion has been started to build out the rest of the Council and Destination Stewardship Council meetings have been scheduled for the 4th Thursday of every month from 11:00a - 12:30p, location TBD.

### **MATTERS FOR THE BOARD AND CONSULTANT**

Chair Dombroski shared updates. The hospitality partner meeting is scheduled on March 14 from 8:30a - 11:00a at Snow King Resort, Grand Teton room. A bit of engagement is expected to learn from partners what type of information they want to hear and how these meetings can be effective for the hospitality industry.

Three open seats for the Travel and Tourism Board are open with a deadline for applications on March 31, 2023.

Interviews took place today for the Operations Manager position and the Destination Management Coordinator positions, with the anticipation of interviews taking place for the Marketing Manager and Communications Manager positions next week. A Special Meeting will be called to award all four contracts.

### **ADJOURN**

Ms. Bess made a motion to adjourn at 3:31pm.