

Jackson Hole Travel and Tourism Joint Powers Board

Regular Meeting Minutes

February 11, 2021

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on February 11, 2021 via Zoom conference, in Jackson, WY.

Call to Order/Pronouncement of Quorum:

The meeting of the JHHTB was called to order at 3:01 pm MST by Chair Brian Gallagher. A quorum was established with board members attending via Zoom including Willi Brooks, Cory Carlson, Brian Modena, Joe Madera, Erik Dombroski and Crista Valentino. Commissioner Barron and Attorney Gingery joined the meeting.

Public Comment:

Ryan Stanley, Chair JH Central Reservation board asked if the JHTTB board would consider allowing JHTTB to match air credit funds at \$300,000 instead of picking up funds after the \$300,000 is met by Cen Res. He asked if TTB would amend the existing contract to match the funds so Cen Res can use savings to promote the month of March to get more "heads in beds". Cen-Res has concerns of soft March due to lack of events, i.e. Rendezvous and potentially the Hill Climb. Sue Muncaster, Director of Sales at Snow King, indicated she is inspired by recent regenerative tourism and asked if anyone else is involved in this or having conversations around this. She also feels strongly towards advanced reservation systems that allow businesses to spread out business to allow better management and doesn't believe that organizations should have to pay a 15% commission to Cen-Res when it is supported by public tax dollars. She believes there is a fractured relationship between current partners and that there is a need for a destination management organization to bring all messaging, booking and communications together. She is aware of better booking services to help provide a better experience for guests. Goal is to better manage community carrying capacity and address better visitor experience. Frank Lane reported that to date, JH Central Reservations has used \$270,400 toward the air credit program. Current ROI is 5:1 and most popular package is five nights, six days with 3-6 day lift tickets. Kari Cooper, JH Air echoed Ryan Stanley's concern for a need to promote March as airline seats are 27% behind last year's bookings for March.

Approval of January 14, 2021 regular meeting minutes, Action Item:

Brooks made a motion to approve the January 14, 2021 regular meeting minutes as presented. Madera seconded the motion. There was no discussion or public comment. The motion passed unanimously.

Vouchers for Review and Approval - Action Item:

Dombroski made a motion to approve voucher #2881-2885 in the amount of \$23,595.00. The motion was seconded by Carlson, there was no discussion. Vote was taken, motion passes 7-0.

Treasurer's Update:

Dombroski indicated that he had not received collections report yet for January that would reflect November, but that all indications are leading to collecting ahead of budget.

Being Wild update: Renee Seidler, Executive Director of Jackson Hole Wildlife Foundation updated the board on Being Wild goals and objective that include conveying the importance to protect and respect wildlife and nurture visitors to return to Jackson as educated stewards through use of a website, social

media campaign, community partners outreach. Kyle Kissock, JH Wildlife Foundation, previewed the Neighbor to Nature summer programs and the website.

Recreate Responsibly update, Bridger Teton National Forest:

Linda Merigliano provided an update on the video assets being created to address the recreate responsibly program. She previewed the Friends of BTNF webpage that will be the landing site for visitors to learn more about responsible recreation. The site will offer guidelines by season and include the 5 funded videos highlighting various activities and means to recreate responsibly. Linda shared the first cut of the snowmobiling film. All five films are completed and in editing. Andy provided an update on the distribution plan that includes online platforms including: the Wyoming office of Tourism, Men's Journal, Gear Junky and Outside Online to increase reach. Linda also provided an update on the communications that Teton Backcountry alliance has developed to help communicate backcountry safety to visitors. This includes signage, postcards with a checklist and a backcountry pledge. Modena commended the group on their distribution plan.

Teton County Centennial celebration:

Cody Lockhart, volunteer for the Centennial committee informed the board that this year is the 100th anniversary of Teton county. Cody reviewed some of the rich history of the formation of Teton County including the Budge family raising "hell" about the formation. The official date was February 18th, 1921. The committee has several activities and events planned throughout the year. Cody requested \$5,000 from the board to support the marketing efforts of the celebration. Brooks motioned to approve the \$5,000 in funds from the reserve to support the promotion of the event, seconded by Madera. Brooks commented that he would like to see representation to include the indigenous people in the historical telling. Vote was taken, motion carried unanimously. Commissioner Barron commented that it would be a good time to celebrate and to invite visitors from around the state.

Statewide lodging tax language update:

Attorney Gingery offered an interpretation of the new language added to the Statewide lodging tax that went into effect January 1, 2021. The tax is now 5% with 3% going to the Wyoming office of Tourism to promote tourism and 2% going to Teton County as before. Attorney Gingery indicated he is guided by the full text of the Statute and that each word is afforded meaning. Gingery indicated that he and Attorney Weisman review the TTB's agendas regularly to make sure that items fit the statute. Questions included; Any eyebrows raised with TTB's recent health and safety campaign, Clean, Careful, Connected. Gingery indicated that legally it was fine but would have preferred that the masks had Jackson Hole branding on them. With the addition of the word Education in the revised statute, the Centennial celebration is a perfect example as it educates the visitor on our history and invites them to join in the celebration. With new language of staging of events, labor can now be included. The language is very broad and it is a policy decision if the board would like to finely tune and provide more specifics.

SHIFT transfer of event management:

The SHIFT board members, Sandy Hessler and Gerben Scherpier requested that the TTB allow the SHIFT board to turn SHIFT over to GP Red. SHIFT board indicated they did not have the energy to continue SHIFT and Christian Beckwith had resigned from the organization. GP Red has signed an MOU to maintain the 501c3 status and keep the event in Jackson. Discussion included that although this was unfortunate, the TTB felt that GP Red was in a better position to continue to run SHIFT. The board agreed that they would consider funding SHIFT again through GP Red, if the event was held in Jackson during the shoulder season. Questions included, is there a monetary transaction, with which the answer was No. The

remaining funds in the account, \$22,000 will be applied to paying the Emerging leader director. The event is still planned for the Fall with a health theme. Not sure of location at this time as Snow King location is up in the air. Motion was made by Chair Gallagher to release the SHIFT board of previous agreement and support moving the brand to GP Red, seconded by Carlson, discussion included value of brand is blue sky, and formal letter to release SHIFT of previous obligations. Motion carried 7-0.

Committee Updates:

Special Events: Britney Murphy, event liaison to the JHTTB presented the updated event guidelines, application and recap report for FY'22. Changes included increasing Community Character amount to \$5,000, changing form from excel to google docs and updated dates of eligibility which is now: Fall Events– September 25th thru December 20th, 2021, Winter/Spring Events – January 1st thru June 4th, 2022. Applications are due April 1, 2021 at 4 pm. Brooks motioned to approve guidelines and application as presented, seconded by Valentino, discussion included making note of increased interest to make sure events include sustainability practices during events. Vote was taken, motion carried 7-0.

Marketing committee: Modena updated board on the reach and success of recent Natural Selection snowboard competition, quality of production and content of the event. Carlson brought up the new status of the community for Covid health has been downgraded to orange and marketing committee reviewing weekly the need or not to activate push marketing campaign. Currently the campaign in market remains focused on safety and Know before you Go.

Matters from the Board & Consultant:

Chair Gallagher brought up the Cen-Res public comment. Discussion included whether to amend contract. Contract doesn't stipulate match, simply that Cen-Res must contribute \$300,000 towards program. Attorney indicated that how the JHTTB spends additional amount is up to the board. Marketing Chair reminded board that the TTB has created many assets that are ready to deploy when the time is right. Madera asked why they haven't been deployed to which the reply was, demand is strong now, limited availability for lift tickets and other activities that are sold out, hotel bookings are strong and board is being mindful of balancing visitation with keeping the doors open for local businesses. This conversation is being driven by Cen-Res, JH Air , JHMR and Wyoming office of tourism. Marketing committee will continue weekly monitor and Cen-Res is welcomed to come back to board with formal request. Dombroski motioned to adjourn, seconded by Madera meeting adjourned 5:03 p.m.
Adjourned.

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board March 11, 2021 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair Date

Brian Modena, Secretary,

Date