

## **REGULAR MEETING AGENDA: THURSDAY, APRIL 13, 2023, 3:00 PM**

### **MEETING RECORDING LINK:**

<https://us02web.zoom.us/rec/share/xVgCm5VnwveKvRQWWJjMnmJEoVcPq-g-5A6GvfljupMTC4dxk-DsVBHpDFaBVjnF.ptuLSH-mRtLBLfxR>

### **CALL TO ORDER**

Chairman Dombroski called the meeting to order at 3:03 pm on Thursday, April 13, 2023.

### **PRONOUNCEMENT OF A QUORUM**

Chairman Erik Dombroski, Treasurer Mike Geraci, and Julie Calder were present in person. Cory Carlson was present on Zoom. Secretary Willi Brooks joined at 3:40pm. Mary Bess was absent.

### **PUBLIC COMMENT**

Rick Howe, President and CEO, Jackson Hole Chamber of Commerce: Rick thanked the JHTTB, JHMR, and all that put together Rendezvous Fest. They have been getting 100% positive feedback about the selection of music and the coordination of the event. There was also a Government Affairs Committee meeting that asked Mr. Howe to come to the Board to entertain summer marketing (July and August) considering that the numbers are down. He would like to collectively look at, with partnerships, how to balance and increase visitation in some date ranges that are historically low compared to past years.

### **ACTION ITEMS**

#### **APPROVAL OF MINUTES**

[March 9, 2023 Regularly Scheduled Meeting Minutes](#)

Mr. Geraci made a motion to approve the March 9, 2023 meeting minutes as presented. Seconded by Ms. Calder. No public comment. Motion passed 4-0.

[March 23, 2023 Special Meeting Minutes](#)

Ms. Calder made a motion to approve the March 23, 2023 special meeting minutes as presented. Seconded by Mr. Geraci. No public comment. Motion passed 4-0.

#### **APPROVAL OF FIRST AMENDMENT TO FISCAL MANAGER CONTRACT**

[Amendment to Fiscal Manager Contract](#)

Attorney Gingery provided context. The original Fiscal Manager contract expired in January 2023 and the Board agreed to extend the contract for the past few months. The first action item is to approve that extension. The second item is the new contract after the RFP was completed and the new contract will be in effect for the next year but is eligible to be renewed every year for two additional years.

Mr. Geraci made a motion to approve the first amendment to the Fiscal Manager contract as presented. Seconded by Ms. Calder. No public comment. Motion passed 4-0.

## **APPROVAL OF FISCAL MANAGER CONTRACT**

[Fiscal Manager Contract 2023 - 2026](#)

Ms. Calder made a motion to approve the 2023 Fiscal Manager contract as presented. Seconded by Mr. Geraci. No public comment. Motion passed 4-0.

## **REVIEW AND APPROVAL OF VOUCHERS**

[Summary of Vouchers 3252 to 3271](#)

Mr. Geraci made a motion to approve vouchers 3252 through 3271 in the amount of \$555,472.39. Seconded by Ms. Calder. No public comment. Motion passed 4-0.

## **AWARDING OF OPERATIONS MANAGER CONTRACT**

[Operations Manager RFP](#)

[Final scores](#)

Ms. Calder made a motion to award the Operations Manager contract to Table 307 | Britney Magleby and direct staff and Attorney Gingery to draft a contract. Seconded by Mr. Geraci. No public comment. Motion passed 4-0.

## **AWARDING OF DESTINATION MANAGEMENT COORDINATOR CONTRACT**

[Destination Management Coordinator RFP](#)

[Final scores](#)

Mr. Geraci made a motion to award the Destination Management Coordinator contract to Lindsey Ehinger and direct staff and Attorney Gingery to draft a contract. Seconded by Ms. Calder. No public comment. Motion passed 4-0.

## **AWARDING OF COMMUNICATIONS MANAGER CONTRACT**

[Communications Manager RFP](#)

[Final scores](#)

Ms. Calder made a motion to award the Communication Manager contract to Table 307 | Britney Magleby and direct staff and Attorney Gingery to draft a contract. Seconded by Mr. Geraci. No public comment. Motion passed 4-0.

## **DISCUSSION ITEMS**

## **TREASURER'S UPDATE**

Mr. Geraci reported that February tax collections have come in at \$455,878.00, which is off 17% from our estimate and down 20% from the year prior. We are still about 1% over where we estimated where we would be this year but down 5% than last year. February last year was much stronger and we didn't see that this year most likely due to the travel factors and snow fall that we have seen this year across the country. The JHTTB still has \$6.9 million in the bank, and \$1.4 million estimated for the remainder of the year to be collected in this budget season.

## **PARTNER REPORTS**

### [Jackson Hole Nordic Alliance](#)

*Nancy Leon, Executive Director*

JH Nordic Alliance has been building a bigger brand for nordic trails in Jackson Hole and sharing the message that Jackson Hole is more than just a downhill big mountain destination. Four key goals in building this winter brand is to build awareness, informing and educating community and visitors, connecting community and visitors to nordic winter trails, and developing a sustainable destination brand. JHNA has been trying to gather more trail use data and partners with Parks and Recreation to get better data of trail users. In 91 days, there were 120,000+ using the free trail grooming by Parks and Rec. In total, there were 201,075 users utilizing the groomed winter trails. JHNordic.com continues to be updated and to have more resources for trail users. There are also Daily Trail Reports available, new blogs being created for the website and also for use on the visitjacksonhole.com website, and additional social media and content toolkits so that all Nordic Alliance partners can utilize to scale messaging. With JHTTB funds, JHNA partnered with a Canadian organization to get real-time grooming reports via a grooming app called Nordic Pulse. JH Nordic Annual Free Ski, Fat Bike and Snow Shoe event saw 600+ attendees at Turpin Meadow Ranch. JHNA also implemented a Nordic Trail Ambassador program with 23 Nordic Ambassadors in Grand Teton National Park and 14 Trail Ambassadors in Bridger-Teton National Forest.

## **COMMITTEE REPORTS**

### **Events Committee**

The Events Committee is continuing to review event applications and will make a recommendation for fall events at the May meeting.

### **Marketing Committee**

Ms. Calder reported that the main focus is the website launch with the plan for it to be launched at the end of May or June. Focus now is on reviewing content and photography that will be purchased to use on the website. Additionally, they are looking at social media next steps as we move into Spring and beyond. A continuation of a strategy discussion with the Board's Brand Agency of Record will continue next week. DestiMetrics is being considered as we think about spring marketing.

### **Sustainability Committee**

Ms. Valentino reported that the second meeting of the Destination Stewardship Council took place at the end of March and the DSC decided to invite three new members to join the Core Team: Jackson Hole Mountain Resort, One22 and the Community Foundation of Jackson Hole. The next meeting will take place on April 27th at the Teton County Library with a focus on deciding on priority areas and implementation next steps to continue to move the SDMP forward. Chair Dombroski stated that he would not be available for the April 27 meeting and will confirm that Ms. Bess will be able to take his place at the meeting.

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

Chair Dombroski reported that he received an invitation to be a panelist from the University of Wyoming for the Emerging Issues forum to discuss emerging issues across the state and he will be speaking about the SDMP, travel and tourism, and how to manage growth.

The Executive Director RFP was reopened through the end of April to attempt to secure a few more interested parties and ensure there are enough candidates to make the appropriate decision.

Interviews for the Marketing Manager contract have been completed and a special meeting will be called to award the contract. It is anticipated that this should be within the next couple of weeks. Ms. Calder noted that the marketing committee realizes that the need for the position in supporting the website, social media, and our agencies is a big lift as we approach the launch day for many of the initiatives we have going on.

A social media RFP and fulfillment agency RFP will need to be drafted and will potentially be approved at the special meeting.

Ms. Valentino shared that she will be attending the Intertribal Tourism Summit organized by the University of Wyoming's WORTH initiative to sit on a panel on Understanding the Regional Visitor Economy on April 21.

The Board discussed the FY24 budget which will be presented at the May 15 JIM meeting for approval.

## **ADJOURN**

The meeting adjourned at 5:07pm.

## **MEETING NOTIFICATIONS FOR THE PUBLIC**

To register or continue to receive Automated Alerts, Meeting Notifications, and News Flashes from the Jackson Hole Travel and Tourism Board, please [visit the Teton County Website via this link and sign up for notification preferences](#) for all Teton County departments.