

## MEETING MINUTES: THURSDAY, MAY 11, 2023, 3:00 PM

Meeting recording link:

### CALL TO ORDER

Chairman Dombroski called the meeting to order at 3:02 pm on Thursday, May 11, 2023.

### PRONOUNCEMENT OF A QUORUM

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

### PUBLIC COMMENT

No public comment.

### ACTION ITEMS

#### APPROVAL OF MINUTES

##### [April 13, 2023 Regularly Scheduled Meeting Minutes](#)

Mr. Brooks made a motion to approve the April 13, 2023 meeting minutes as presented. Seconded by Ms. Calder. No public comment. Motion passed 6-0.

##### [April 25, 2023 Special Meeting Minutes](#)

Mr. Brooks made a motion to approve the April 25, 2023 meeting minutes as presented. Seconded by Mr. Geraci. No public comment. Motion passed 6-0.

#### REVIEW AND APPROVAL OF VOUCHERS

##### [Summary of Vouchers 3272 to 3282](#)

Mr. Geraci made a motion to approve vouchers 3272 to 3282 in the total amount of \$66,540.90. Seconded by Mr. Carlson. No public comment. Motion passed 6-0.

#### APPROVAL OF FALL EVENTS GRANT FUNDING

##### [Fall Events Grant Awards](#)

Mr. Brooks made a motion to approve the event funding recommendation as presented for the total amount of \$458,106. Seconded by Ms. Bess. No public comment. Motion passed 6-0.

#### APPROVAL OF FUNDING REQUEST FOR JH NORDIC

##### [Funding Request](#)

Ms. Bess made a motion to approve JH Nordic's request for funding in the amount of \$95,500 for JH Nordic Alliance marketing efforts. Seconded by Ms. Calder.

Public comment was made in support by Lori Iverson, Mike Welch, Kathy Shill (Hole Hiking Experience), Chris Owen (Friends of Pathways), Scott Kosiba (Friends of Bridger Teton), Gary Kofinas (Teton Backcountry Alliance), and Renee Sidler (Jackson Hole Wildlife Foundation).

Mr. Carlson noted potential opportunities for Jackson to leverage the market from the World Cup taking place in Minneapolis in February. Ms. Bess noted the importance of diversifying winter opportunities; Mr. Geraci stated JH Nordic is a "small organization with a huge impact"; Ms. Calder appreciated seeing metrics and impact.

Motion passed 6-0.

## **APPROVAL OF FUNDING REQUEST FOR BEING WILD | JACKSON HOLE WILDLIFE FOUNDATION**

### [Funding Request](#)

Ms. Calder made a motion to approve Jackson Hole Wildlife Foundation's request for funding in the amount of \$61,700. Seconded by Mr. Geraci.

Public comment was made in support by Todd Stiles, Scott Kosiba (Friends of the Bridger Teton), and Nancy Leon (JH Nordic Alliance).

Ms. Calder inquired if there is opportunity for co-branding with the JHTTB on materials produced for the program. The Board echoed her sentiments. Ms. Sidler stated that Jackson Hole Wildlife Foundation would be able to offer co-branding opportunities.

Motion passed 6-0.

## **DISCUSSION AND NEXT STEPS FOR MARKETING MANAGER**

Candidate A has declined to accept the contract for the Marketing Manager position. Chairman Dombroski posed the question of revisiting proposals received from this RFP or revising the RFP and re-opening the process for additional proposals.

Ms. Calder commented that the Marketing Committee now has a better understanding of the scope of work. She suggested editing the scope of work with a focus on digital and social media. Mr. Geraci agreed that the original RFP may have been too broad and a more focused scope of work would better prepare the Board and the candidates.

Motion made by Chairman Dombroski to direct staff to revise the RFP for the marketing manager position and provide to the Board for review. Seconded by Ms. Calder. No public comment. Motion passed 6-0.

## **DISCUSSION ITEMS**

### **TREASURER'S UPDATE**

Mr. Geraci reported that March collections came in at \$463,000, down by 7% from estimate. The JHTTB projected this year's collection would be down about 5% from last year, and actuals are currently in line with that projection. May: paid occupancy up 9%. June: paid occupancy up 11%. Fiscal Manager and Executive Director reported that the JHTTB received a \$600,000 grant from the Wyoming Office of Tourism. A new account was created for these "special use" funds, separate from the general fund. Grant must be used by the end of the year or be returned, cannot be put into reserves. The WOT grant will likely be used for two projects in line with the SDMP: a data collection system & online dashboard and a mobility hub study.

### **PARTNER REPORTS**

#### [Friends of Bridger Teton](#)

*Scott Kosiba, Executive Director*

Scott Kosiba, Executive Director of Friends of the Bridger Teton, and Gary Kafinas presented on the impact of a \$1 million grant provided by the JHTTB last year for their responsible travel program. Mr. Kosiba demonstrated that the funding was successful in increasing responsible visitor use to Bridger Teton National Forest through education and outreach, an ambassador program, and creating a long-term sustainable program. Friends of the Bridger Teton attributes the following to JHTTB funding of this program:

- zero human-caused wildfires in the Bridger-Teton in the past year
- zero animal deaths as a result of human-animal interaction in the past year

## Rendezvous Spring Festival

*Jess McMillan, Director of Events and Partnerships, Jackson Hole Mountain Resort*

Jess McMillan, Director of Events and Partnership at JHMR, reported a very successful Rendezvous Music Festival as a result of \$950,000 funding from the JHTTB. The Town Square concert saw 5,000 attendees (at capacity for Town Square), the Village concert saw 8,000 - 10,000 attendees, and the level of talent “moved the needle” for this festival.

JHMR estimates almost \$3million generated in lodging as a result of the event. 4.1 million media impressions. “Stay Wild” branding throughout the festival and the marketing.

Ms. McMillan mentioned planning for April 5-6, 2024 for Rendezvous Music Festival 2024.

## **COMMITTEE REPORTS**

### **Events Committee**

Mr. Brooks reported that the Events Committee is entering into the next funding cycle for events taking place January 1 - June 8, 2024. He reported there has been a lot of engagement from the community and local event producers.

A Zoom Q&A scheduled for June 3.

### **Marketing Committee**

Ms. Calder reported two areas of focus for the Marketing Committee: developing a long-term strategy with Colle McVoy and launching the new website in June.

Mr. Geraci reported that July and August are down 25% from 2022 and 10% from 2019. He posed the question to the Board of implementing summer messaging. Ms. Calder voiced wanting to consider summer messaging and notes that there have been economic concerns raised from the business community and the Parks are seeing trends they’ve never seen before. Mr. Carlson supported summer messaging, noting that this year could be an anomaly based on factors like European travel and an economic downturn, therefore a strategy that can be easily adjusted could be useful. Mr. Brooks expressed confidence in numbers still reaching 2019 levels with last minute bookings, as June is already seeing a late booking bounceback. Mr. Dombroski noted that if these trends continue, the JHTTB would lose between \$600,000 and \$700,000 in lodging tax collections, taking away from community funding for things like programs and events. Ms. Bess stated that businesses suffering is not sustainable for the community.

The Board agreed to determine a budget based on remaining funds from 22-23 fiscal year and the proposed budget for 23-24 fiscal year. The Marketing Committee will work with Colle McVoy to develop a plan and budget to propose to the full Board.

### **Sustainability Committee**

Ms. Bess reported that the Destination Stewardship Council (DSC) had their first meeting, and will continue to meet monthly on the 4th Thursday of the month at the Teton County Library. The DSC discussed priority items in year one of the SDMP. Ms. Bess reported that the group was engaged and includes diverse stakeholders throughout the community.

Next meeting: May 25, 11am, Teton County Library. These meetings are open to the public, but are not official County meetings and therefore do not offer a public comment format.

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

Ms. Valentino inquired about setting a date for the June Hospitality Meeting. The week of June 19, excluding June 21 and 22, was informally decided. Ms. Magleby will ask partners and Board members for availability that week.

Mr. Dombroski announced that Central Reservations has closed their doors. CenRes is now working directly with lodging partners and JH Air to ensure all existing reservations are honored and handled appropriately. No new reservations are being made.

Mr. Dombroski reminded the Board that the budget will be presented in the JIM on Monday, May 15, at 1:30

Mr. Dombroski asked all Board members to submit scores for the Executive Director proposals by Friday, May 19. Board agreed.

Ms. Valentino reminded the Board that proposals for the social media RFQ are due Friday, May 12, and proposals for the fulfillment RFQ are due Monday, May 22. New Thought Media’s current social media contract ends at the end of May. Ms. Bess advised that the existing social media contract be extended by 30 days to avoid any gaps in execution. The Board agreed to vote on a contract extension in a special meeting later in May.

Mr. Geraci inquired about the Board’s role in commenting on the Snake River Flow Plan. Mr. Dombroski stated that the Board hasn’t taken formal positions on issues in the past. Mr. Geraci and the rest of the Board discussed stepping in on things that impact the tourism community. The Board directed Ms. Magleby to collate statements that have been formally made by local entities and provide to the Board to help inform a decision on next steps. Ms. Valentino announced a May 18 meeting with the local Bureau of Reclamation office to discuss the topic publicly; the Board agreed to have more information on how to proceed by the May 18 meeting.

**ADJOURN**

Meeting adjourned at 5:49pm.


**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.


**ATTESTED**

Approved by the Board on June 8, 2023 as evidenced by the Chairman’s signature below and attested to by the Board Secretary.

Erik Dombroski, Chair

DocuSigned by:  
  
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Willi Brooks, Secretary

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