

REGULAR MEETING MINUTES: THURSDAY, JUNE 8, 2023, 3:00 PM

Meeting recording link:

https://us02web.zoom.us/rec/play/0654425gqHEJRkhiBk7JBw68O2KGbWL9wKBzJVcBieNb_VmovcoimDCJAwWWwffIW6i638LY1edCQf4.VHtbt4WEKZoH10jy?canPlayFromShare=true&from=my_recording&continueMode=true&componentName=rec-play&originRequestUrl=https%3A%2F%2Fus02web.zoom.us%2Frec%2Fshare%2FX7aLf4ydbDcmiQexrZEZMUXom1Jk3jjiGd1s3b8nOhEowUyqWkKS6O6lHUJoMis6.KAXPJTQKVIoYN624

CALL TO ORDER

Chairman Dombroski called the meeting to order at 3:01 on Thursday, June 8, 2023.

PRONOUNCEMENT OF A QUORUM

Chairman Erik Dombroski, Secretary Willi Brooks, Treasurer Mike Geraci, and Mary Bess were present in person. Cory Carlson was present via Zoom. Julie Calder joined via Zoom at 3:07pm. Mr. Carlson left the meeting at 3:13pm.

PUBLIC COMMENT

No public comment.

ACTION ITEMS

NOTIFICATION OF AWARD FOR SOCIAL MEDIA CONTRACT

[Aggregate Scores and Rankings for Social Media Agency Contract](#)

Mr. Geraci made a motion to award the Social Media Agency contract to New Thought Media and direct staff to draw up the contract. Seconded by Ms. Bess.

No public comment.

Mr. Geraci mentioned that New Thought Media has the track record and the team to complete the contract and their proposal and interviews rose above the rest. He added that he'd like to see some reporting and KPIs added in the contracting stage.

Motion passed 5-0. Ms. Calder was absent for this vote.

NOTIFICATION OF AWARD FOR EXECUTIVE DIRECTOR CONTRACT

[Aggregate Scores and Rankings for Executive Director Contract](#)

Mr. Brooks made a motion to direct staff to enter contract negotiations to award the Executive Director contract to Current Consulting. Seconded by Mr. Geraci.

No public comment.

Ms. Bess noted that there were three strong candidates and said she would encourage existing candidates to apply again should the JHTTB open the RFP again in the future.

Ms. Calder said the JHTTB has a big future and thanked all candidates for going through the long process. Mr. Geraci noted learning throughout the process as each candidate brought a unique perspective and set of experience, then he noted the importance of continuity with Current Consulting. Mr. Brooks spoke to the importance

of the interviews during the evaluation process. Mr. Dombroski noted that this process has determined what the JHTTB needs in this role to align the Board, community members, the Destination Stewardship Council, and more. Dombroski thanked the Board for the time spent on this process.

Motion passes 5-1 with Ms. Calder dissenting.

APPROVAL OF MINUTES

[May 11, 2023 Regularly Scheduled Meeting Minutes](#)

Mr. Brooks made a motion to approve the May 11, 2023 meeting minutes as presented. Seconded by Ms. Geraci. No public comment. Motion passed 5-0. Mr. Carlson was absent for this vote.

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

Mr. Brooks made a motion to approve the May 25, 2023 meeting minutes as presented. Seconded by Ms. Geraci. No public comment. Motion passed 5-0.

[June 2, 2023 Special Meeting Minutes](#)

Mr. Brooks made a motion to approve the June 2, 2023 meeting minutes as presented. Seconded by Ms. Geraci. No public comment. Motion passed 5-0.

REVIEW AND APPROVAL OF VOUCHERS

[Summary of Vouchers 3283 to 3308](#)

Mr. Geraci made a motion to approve vouchers 3283 to 3308 in the total amount of \$1,239,595.58. Seconded by Ms. Bess. No public comment.

Mr. Geraci noted context that a lot of the total was to JHMR for Rendezvous and late vouchers coming through at year end.

Motion passed 5-0.

APPROVAL OF FUNDING REQUEST FOR FRIENDS OF THE BRIDGER TETON

[Funding Request](#)

Presented by Scott Kosiba, Executive Director of Friends of Bridger Teton.

Ms. Calder made a motion to approve Friends of the Bridger Teton's request for funding in the amount of \$750,000. Seconded by Mr. Geraci.

Ms. Bess questioned if the "discontinued items" from the presentation are complete. Mr. Kosiba confirmed they are either complete or do not need additional funding. Mr.

Geraci asked a question regarding the plans for marketing and messaging. Mr. Kosiba answered that they are working with Dina Mishev to increase reach. Mr. Geraci asked

about the effectiveness of AM radio for BTNF's mission. Mr. Kosiba answered that people have access to AM radio in the backcountry, but more importantly, AM radio reaches those coming into the Forest via gateways via signage as you approach BTNF.

Public comment was made in support by Ms. Rich (Camina Conniga), Ms. Morion (Camina Conniga), Ms. Morigliano (Bridger-Teton National Forest), Mr. Kofinas (Teton Backcountry Alliance), Ms. Fales (Friends of Bridger-Teton Board President), Ms. Marsh (Recreation Manager for BTNF), Steve Markason, Cindy Bardman, and Susan Marsh.

The Board made statements thanking BTNF for their service, their responsible use of public funds, and their reporting on how the funding was used.
Motion passed 5-0.

DISCUSSION ITEMS

Mr. Dombroski noted that all vouchers, scoring, proposals, and recordings are available for public record. To obtain those records, contact the JHTTB's Operations Manager at jhoperations@tetoncountywy.gov.

TREASURER'S UPDATE

April tax deposit almost \$117,000, slightly off from budgeted \$125,000. The JHTTB remains closely in-line with the annual budget.

Fiscal year '24 budget was unanimously approved in the Joint Information Meeting on Monday, June 5. Mr Dombroski noted that the JHTTB will work to be more proactive in getting Town & County elected officials involved in JHTTB efforts, meetings, and the budgeting process.

PARTNER REPORTS

KHOL

Emily Cohen, Executive Director, reported a progress report on \$75,000 funding that was granted by the JHTTB.

Mr. Dombroski asked if KHOL intends to spend the remaining amount of the grant before June 30, 2023. Ms. Cohen stated that they will spend all remaining funds by the end of the fiscal year and the last vouchers will come in the July meeting.

COMMITTEE REPORTS

Events Committee

The Events Committee is accepting applications for events taking place January 1 - June 8, 2024.

Marketing Committee

The new website launch is scheduled for the end of June. Summer messaging has been allocated an additional ~\$93,000 to target drive markets through digital marketing and run an ad in USA Today National Parks Issue. The Marketing Committee is carefully watching July and August bookings to see if they recover in the same way as June.

Sustainability Committee

Sustainability Committee is continuing to meet with the Destination Stewardship Council monthly. Several working groups have been created to move forward the year-one action items of the SDMP, and each of them have met at least once.

Ms. Valentino updated the the Destination Development Program Grant needs to be approved by the JIM and Ms. Valentino has been meeting with electeds to inform them of this grant and the use of these funds. Request for approval will be in the July 7 Joint Information Meeting.

MATTERS FROM THE BOARD AND CONSULTANTS

The JHTTB will be pushing the June 20 Hospitality Partners Update to July once the new website is launched and other contractors are brought on Board.

June 12 Board member interviews are public - 1:30-2:30pm at the County Chamber.

Fulfillment interview took place with JHMR. There will be a special meeting to discuss steps to move forward.

Mr. Dombroski thanked Willi Brooks and Cory Carlson for their commitment to the Board for 6 years.

ADJOURN

Mr. Bess made a motion to adjourn. Meeting adjourned at 4:15pm.


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 July 13, 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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Julie Calder, Secretary

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