

SPECIAL MEETING MINUTES: WEDNESDAY, JUNE 28, 2023, 8:30 AM

CALL TO ORDER

Chairman Erik Dombroski called the Special Meeting to order at 8:32am on Wednesday, June 28, 2023.

PRONOUNCEMENT OF A QUORUM

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

PUBLIC COMMENT

No public comment.

ACTION ITEMS

APPROVAL OF EXECUTIVE DIRECTOR CONTRACT

[Executive Director Contract between JHTTB and Current Consulting](#)

Mr. Brooks made a motion to approve the Executive Director Contract between the Jackson Hole Travel & Tourism Board and Current Consulting. Ms. Calder seconded. No public comment. Motion passes 6-0.

APPROVAL OF VISITOR SERVICES CONTRACT

[Visitor Services Contract between JHTTB and JH Chamber](#)

Ms. Magleby noted on behalf of Rick Howe, Jackson Hole Chamber of Commerce, that the \$615,000 contract amount is a \$50,000 increase from last year and is intended to hire a full-time staff member that will work at the airport in the winter and on Town Square as soon as weather permits.

APPROVAL OF DESTINATION GLOBAL SALES CONTRACT

[Destination Global Sales Contract between JHTTB and JH Chamber](#)

Ms. Magleby noted on behalf of Rick Howe that the \$435,000 contract amount is about a 13.5% increase from last year to account for inflation, increased costs for shows and travel, and three additional shows. Ms. Calder asked which three shows were added. Mr. Elliott, Destination Global Sales Director with the Jackson Hole Chamber of Commerce, answered that there were three luxury shows added including ILTM.

APPROVAL OF EVENT COORDINATION CONTRACT

Event Coordination Contract between JHTTB and JH Chamber

Ms. Magleby noted on behalf of Rick Howe that the \$72,140 contract amount is a 10% increase from last year. Rest of the contract remains the same.

Ms. Calder made a motion to approve all three contracts between the Jackson Hole Travel & Tourism Board and the Jackson Hole Chamber of Commerce for Visitor Services, Destination Global Sales, and Event Coordination. Ms. Bess seconded. Motion passes 6-0.

APPROVAL OF FULFILLMENT CONTRACT

Fulfillment Contract between JHTTB and JHRR

Mr. Brooks made a motion to approve the Fulfillment contract between the Jackson Hole Travel & Tourism Board and the Jackson Hole Resort Reservations. Seconded by Mr. Geraci.

Mr. Geraci opened a discussion between Andrew Way, JHRR, and Keith Gingery, County Attorney, and the Board regarding customer data collection and ensuring that information is shared with the JHTTB to inform marketing decisions and measure success. After discussion, no changes to the contract are required this year, but the discussion will continue between both parties to best gather and share that information. Mr. Gingery noted that “Jackson Hole Mountain Resort” should be changed to “Jackson Hole Resort Reservations” throughout the contract.

Mr. Brooks rescinded his motion and made a new motion to approve the Fulfillment contract between the JHTTB and JHRR with the contingency that “Jackson Hole Mountain Resort” be changed to “Jackson Hole Resort Reservations” in the contract. Seconded by Mr. Geraci.

Motion passes 5-0 with Ms. Calder recused.

DISCUSSION ITEMS

COMMITTEE REPORTS

MATTERS FOR THE BOARD AND CONSULTANT

SOCIAL MEDIA CONTRACT

Ms. Calder updated the Board that they are still working through the Social Media Contract with New Thought Media and intend to have that ready for approval in the July 13, 2023 meeting. This will leave a 13-day gap in services since the existing contract expires on June 30, 2023.

Mr. Gingery advised the Marketing Committee to better define the Scope of Work, but not make outright or changes to the duties. Ms. Calder confirmed that the contract adjustments are mostly based on hourly vs. monthly fees.

ADJOURN

Ms. Calder made a motion to adjourn. Meeting adjourned at 9:04am.

ATTESTED

Approved by the Board on July 13, 2023 as evidenced by the Chairman's signature below and attested to by the Board Secretary.

DocuSigned by:
Erik Dombroski, Chair

Erik Dombroski

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DocuSigned by:
Julie Calder, Secretary

Julie Calder

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