

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

### **CALL TO ORDER**

Mr. Geraci called the meeting to order at 3:04 PM on Thursday, July 13, 2023.

### **PRONOUNCEMENT OF A QUORUM**

Mr. Geraci, Ms. Calder, Ms. Isanaka, and Mr. Pope were present in person. Ms. Bess was present via Zoom. Ms. Scharp joined in-person at 3:07pm.

### **PUBLIC COMMENT**

No public comment.

### **ACTION ITEMS**

#### **APPROVAL OF MINUTES**

Ms. Calder made a motion to approve the June 8, 2023 meeting minutes. Seconded by Ms. Bess. No public comment. Motion passed 5-0. Ms. Scharp not yet present.

Ms. Calder made a motion to approve the June 15, 2023 meeting minutes. Seconded by Ms. Isanaka . No public comment. Motion passed 5-0. Ms. Scharp not yet present.

Ms. Calder made a motion to approve June 28, 2023 meeting minutes. Seconded by Mr. Pope. No public comment. Motion passed 5-0. Ms. Scharp not yet present.

#### **REVIEW AND APPROVAL OF VOUCHERS**

##### [Summary of Vouchers 3309 to 3331](#)

Mr. Geraci made a motion to approve vouchers 3309 to 3331 in the total amount of \$1,087,354.30. Seconded by Ms. Calder . No public comment. Motion passed 6-0.

#### **APPROVAL OF FY'24 BOARD SLATE**

##### [Proposed FY'24 Board Slate](#)

Ms. Calder made a motion to approve the FY24 Board Slate as presented. Seconded by Ms. Isanaka. Motion passed 6-0.

#### **APPROVAL OF MARKETING MANAGER CONTRACT WITH BOWERS WEST**

##### [Marketing Manager Contract between JHTTB and Bowers West](#)

##### [Marketing Manager Scores and Rankings](#)

Attorney Gingery presented the Marketing Manager contract compensation and terms.

Ms. Calder made a motion to approve the Marketing Manager Contract with Bowers West. Seconded by Mr. Pope. No public comment.  
Motion passed 4-0. Ms. Scharp and Ms. Isanaka recused.

### **APPROVAL OF SOCIAL MEDIA AGENCY CONTRACT**

#### *Social Media Agency Contract between JHTTB and New Thought Media Exhibit A*

Attorney Gingery presented the Social Media Management agency agreement. Ms. Calder made a motion to approve the Social Media Management Agency agreement. Seconded by Mr. Pope. No public comment.  
Ms. Calder reported that this was an opportunity to do a “reset” since we put this contract out for RFQ. We wanted to be more streamlined across all channels and ensuring there was alignment with Agency of Record and campaigns. Ms. Calder called attention to content development, which has been an area of opportunity in the past. Mr. Geraci mentioned that this Scope of Work is more clear so it’s easier to manage and oversee for the Board.  
Motion passed 4-0. Ms. Scharp and Ms. Isanaka recused.

### **APPROVAL OF RENDEZVOUS EVENTS FUNDING**

#### *Rendezvous Funding Request*

Ms. Burba presented a funding request for two Rendezvous Events for the total amount of \$50,000.  
Ms. Isanaka asked a clarifying question regarding how Rendezvous Events selects the businesses they work with. Ms. Burba answered that some is simply logistics of which local businesses can accommodate the request and some is through a fair RFP process. Ms. Calder asked a clarifying question regarding how journalists are chosen and what stories are targeted. Ms. Burba answered that they want these events to inspire, so typically story ideas are not planned in advance. Ms. Isanaka spoke about trying to get more alignment between Rendezvous Events and the press coming in, and the JHTTB’s messaging, social media, etc.  
Ms. Calder made a motion to approve Rendezvous Events’ funding request, pending FY25 budget approval if the second event takes place after July 1, 2024. Seconded by Ms. Isanaka.  
Public comment: Mr. Elliott confirmed that Ms. Burba works through the Chamber of Commerce for an RFP process that is fair to local businesses to participate in these trips. Mr. Kosiba and Ms. Leon provided public comment in support.  
Ms. Calder asked if the Board would be welcome to attend and/or present. Ms. Burba confirmed. Ms. Scharp asked how many people typically attend these trips. Ms. Burba answered: 7-8 journalists, 10 brand representatives, other participation from the community. Mr. Geraci, Ms. Calder, and Ms. Bess spoke about their involvement with these events in the past, the professionalism of Rendezvous events, and the impact of these events to generate local press.  
Ms. Isanaka suggested that the Marketing Committee discuss these events in their next meeting to see how the JHTTB Marketing Committee can align with these events and provide suggestions and/or material to be provided to the press. Mr. Pope also mentioned cross-promotion with New Thought Media.

Motion passed 6-0.

## **APPROVAL OF KHOL FUNDING**

### *KHOL Funding Request*

Ms. Cohen presented a funding request for KHOL for the total amount of \$100,000. Ms. Scharp asked about the process of changing the JHTTB ads. Ms. Cohen answered that KHOL would prefer the spots to come from the JHTTB Marketing Committee and/or Marketing Manager. Mr. Pope asked about the relationship between local support and CPV funds. Ms. Cohen answered that they must raise \$275,000 locally in order to receive CPV funding which will be \$135,000 this year. Mr. Pope asked hypothetically if they didn't receive CPV funding, what would KHOL cut. Ms. Cohen answered that they would likely have to close their newsroom. Mr. Geraci asked if there's an ideal funding mix (membership, underwriting, grants, etc.) for public radio. Ms. Cohen answered that they compare to Wyoming Public Radio and KHOL is in-line with WPR, except that KHOL is not a NPR affiliate whereas WPR is.

Ms. Calder made a motion to approve KHOL's funding request. Seconded by Ms. Isanaka.

Public comment was made in support by Mr. Walker, Ms. Burba, Ms. Baldoff (Board Chair of KHOL), Mr. Camino (The Center for the Arts), Weitzel (KHOL DJ), Ms. Leon (Jh Nordic Alliance), Mr. Kosiba (Friends of Bridger Teton), Mr. Cohane, Mr. Counts, and Mr. Gillepsi.

Ms. Bess noted seeing value in providing visitor information in a new way, but requested a follow-up presentation to show examples of what's included in messaging. Ms. Calder mentioned wanting to see more connection with the JHTTB when the Board is underwriting content. Ms. Calder and Mr. Geraci mentioned diversifying funding and revenue streams and requested that KHOL doesn't see the JHTTB as a regular source of revenue. Mr. Geraci requested a review of language, approved in the last meeting. Ms. Scharp noted Marketing Manager alignment on the messaging. Ms. Valentino clarified that under the JHTTB's guidelines of funding, wording needs to be in line with the JHTTB legislation of what can be funded and be approved through the County Attorney. Motion passed 6-0.

## **DISCUSSION ITEMS**

### **TREASURER'S UPDATE**

Mr. Geraci reported that May receipts helped recover from the dip in April. In line with the annual budget. A little above last year. \$5.4 million cash on hand.

### **PARTNER REPORTS**

### **VISITOR SERVICES 22-23 RECAP**

#### *Visitor Services Recap*

*Justin Walters, Jackson Hole Chamber of Commerce Director of Visitor Services*

Mr. Walters presented recap from FY23 on Visitor Services funded from the Jackson Hole Travel & Tourism Board.

Ms. Scharp asked about the airport presence. Mr. Walters answered that Visitor Services is in the JH Airport five days a week during the summer, but does not serve mimosas in the summer.

## **DESTINATION GLOBAL SALES 22-23 RECAP**

### [Destination Global Sales Recap](#)

*Kent Elliott, Jackson Hole Chamber of Commerce Destination Global Sales Director*

Mr. Elliott presented a recap from the Destination Global Sales contract from FY23. Mr. Geraci asked what highlights stand out to him. Mr. Elliott answered that coach shows are important. Mr. Elliott also mentioned hosting writers that are on assignment is important. Mr. Geraci asked what issues will need to be addressed going forward. Mr. Elliott answered that he's addressing issues every day, the biggest issue is typically cost to visit Jackson.

Mr. Elliott mentioned adding three new shows for FY24.

## **COMMITTEE REPORTS**

### Events Committee

Ms. Magleby welcomed two new Board members to the Events Committee and noted that Mr. Morgan, the Events Liaison, will be reaching out to the new Events Committee to begin the process of allocating funding for Spring '24 events.

### Marketing Committee

Ms. Calder announced that we have a new website! She offered thanks to TMBR who put in hundreds of hours to make this possible. The new website also comes with new data and analytics which will contribute to more informed decisions from the JHTTB Marketing Committee.

The Marketing Committee is now working on spends and media plans for Fall and Winter. Big focus on new content moving forward.

### Sustainability Committee

Ms. Bess noted that the WOT grant has been approved unanimously by members of the JIM. The Sustainability Committee welcomes new Board member, Sheila Isanaka. Engage Teton County is updated and outlines where SDMP action items stand for year 1. A survey is being put together regarding what businesses are doing to educate on the destination before clients arrive.

Working group on transit is active and meeting regularly. Climate action working group keeping track of work already being done. DSC is assembling a knowledge bank from DMOs from similar communities to have a better discussion in the Fall of what a DMMO can look like for Jackson Hole.

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

### **SUMMER HOSPITALITY PARTNER'S UPDATE**

Ms. Magleby reminded Board and attendees that the Hospitality Partners Update for Summer 2023 will take place on June 18, 2023 at 9am MT via Zoom.

**FUNDING PRESENTATIONS PROCESS**

Pushed this discussion to the next meeting.

**ADJOURN**

Ms. Calder made a motion to adjourn. Meeting adjourned at 5:07 PM.

**ATTEST**

Approved by the Board on August 10, 2023 as evidenced by the Chairman's signature below and attested to by the Board Secretary.

Erik Dombroski, Chair

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*Erik Dombroski*

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Julie Calder, Secretary

DocuSigned by:

*Julie Calder*

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