



REGULAR MEETING MINUTES THURSDAY, JULY 14, 2022, AT 3:00 PM

Town of Jackson Council Chambers

[Link to Zoom Recording](#)

CALL TO ORDER

Chairman Cory Carlson called the meeting to order at 3.00 pm.

PRONOUNCEMENT OF A QUORUM

A quorum was established with seven board members present; Cory Carlson, Mary Bess, Willi Brooks, and newly appointed board members Julie Calder and Mike Geraci in person; Crista Valentino, and Erik Dombroski attended via zoom. Also present were Senator Mike Gierau, Councilman Mark Barron, Town of Jackson Vice Mayor Arne Jorgenson, and contract staff Tim O'Donoghue, Kathryn Brackenridge, Sue Muncaster, Bret Linsenmann, and Chief Deputy County Attorney Keith Gingrey.

Current Board Chair Cory Carlson recognized outgoing board members Brian Gallagher and Joe Madera and thanked them for their efforts.

PUBLIC COMMENT

None

ACTION ITEMS

APPROVAL OF EXECUTIVE BOARD SLATE AND COMMITTEE ASSIGNMENTS

Erik Dombrowski motioned to approve the proposed Executive Board Slate for FY'23, seconded by Willi Brooks. With no public comment, the motion passed unanimously 7-0.

Erik Dombroski, Chair
Crista Valentino, Vice-Chair
Willi Brooks, Secretary
Mike Geraci, Treasurer

Brooks motioned to approve the Committee Board Slate for FY '23 as presented, seconded by Mary Bess, with no public comment; the motion passed unanimously 7-0.

Events Committee

Willi Brooks, Chair
Erik Dombroski
Crista Valentino

Marketing Committee

Julie Calder
Cory Carlson
Mike Geraci

Sustainability Committee

Crista Valentino, Chair
Mary Bess
Erik Dombroski

APPROVAL OF MINUTES

Brooks motioned to approve the June 9 Regular Meeting Minutes, seconded by Dombroski. With no public comment, the motion passed unanimously 7-0.

Brooks motioned to approve the June 3 Special Meeting Minutes, seconded by Bess. With no public comment, the motion passed unanimously 7-0.

APPROVAL OF VOUCHERS

Dombrowski motioned to approve Vouchers 3094 to 3110 for \$1,172,326.08; Cory Carlson seconded the motion. With no public comment, the motion passed unanimously 7-0.

APPROVAL OF COLLE MCVOY AGENCY OF RECORD CONTRACT

Erik Dombrowski motioned to approve the 2022 5th agreement for branding and advertising services with Colle McVoy and Scope of work. With no public comment or discussion of the board, the motion passed unanimously, 7-0.

RECOMMENDATION FOR AWARD FOR WEBSITE DEVELOPMENT

Cory Carlson reminded the Board that the scores for the process were publicized to the public after the regular June meeting. Dombroski reviewed the process of the RFP and decision based on local conditions and the direction of the JHTTB to recommend the agency TMBR for the award. Dombroski motioned to approve the award for website development to TMBR and direct our attorney to draw up a contract. Public comment was given by Cari Cooper from Jackson Hole Air, suggesting the website development should wait until the completion of the Sustainable Destination Management Plan (SDMP). Board discussion included the need for content creation and the length of the process; Dombroski is confident the launch of the website will not proceed with the SDMP with a goal of completion in summer 2023 with functionality that can be adapted for 5 or more years. Bess expressed concern that the Board does not have a policy about awarding to previous board members; Dombroski countered that the JHTTB follows County and State government policy and that nothing prohibits this. Dombroski clarified that the contract as proposed did not include "content creation" and that the FY '23 budget accounts for this. Public comment was given by Alex Moremcew, suggesting board standards be established. Scott Page suggested concern about additional fees due to content creation. Dombroski clarified that the marketing committee would oversee

content management and creation. A vote was taken and passed 6-1, with Mary Bess voting against the award.

FUNDING REQUEST for the Natural Selection Tour was tabled until the August meeting.

DISCUSSION ITEMS

TREASURER'S UPDATE

Dombroski summarized May lodging tax collections and said they were coming in at 25-28% lower than May 2021, which matched budgeted projections due to the airport closure. He expects June collections will follow this trend. Overall, JHTTB revenue will be close to 2 million dollars above forecasts for the year due to tax collections and the Cares Act funding. Carlson pointed out that although lodging occupancy is currently “soft” compared to 2021, it is near 2019 levels, and ADR remains high.

AMENDED BYLAWS – The following documents with changes red-lined were presented to the Board, and a vote will be taken at the July meeting.

Draft of amended Bylaws

Resolution to amend Bylaws

CONTRACT DISCUSSION: FUNDING PARTNERSHIPS

Executive Director Brackenridge explained that the JHTTB does not have a consistent contract policy and template for funding partnerships and reporting requirements. A discussion ensued about the reporting the board wanted to measure success. While the events committee requires this of all recipients of JHTTB funds, larger events provide updates at board meetings.

COMMITTEE REPORTS

Sustainability Committee

Crista Valentino provided an update on the Situational Analysis review by the steering committee, and George Washington University is reviewing and responding to comments. A revised timeline for the completion of the project is forthcoming.

Events Committee

Events Liaison Britney Magleby presented a [21-22 recap report of event sponsorships](#). The numbers she gave are based on self-reporting from events. A more detailed report that breaks down lodging revenues by event type (legacy, community character, sporting) is forthcoming. Discussion ensued about whether there was a way to estimate “total spend” beyond lodging. In the zoom chat, Frank Lane suggested requiring all lodging for JHTTB-funded events to be booked through JH Central Reservations with a flat fee for booking “A \$15 fee on \$7 million in reservations would be a godsend for JHCR - and you would have definite, not subjective, numbers to show how many rooms sold via JHTTB funded events.” Mary Bess suggested that the SDMP would inform metrics for success beyond dollar figures.

Brooks informed the Board that the Town of Jackson would be applying for funding for barricades for events.

Marketing Committee

Kathryn Brackenridge summarized the summer responsible tourism messaging campaign and response to Yellowstone flooding. Currently, the JHTTB is supporting Yellowstone by amplifying safety and logistical messaging and is not actively marketing the destination during the summer per the JHTTB’s directive since its inception.

MATTERS FOR THE BOARD AND CONSULTANT

Communications Manager Sue Muncaster updated the Board on the new Teton County Engage website for the Sustainable Destination Management Plan and upcoming Chamber/Rotary Candidate Forums.

ADJOURN 5:08 pm

Respectfully Submitted: DocuSigned by:
Willi Brooks
FCDA7F14EE9D4EB... Secretary Willi Brooks
Date 8/11/22

Date Approved by the Board August 11, 2022, as evidenced by the Chairman’s signature below and attested to by the Board Secretary:

DocuSigned by:
Erik Dombroski
80E135E976194E8..., Chair Erik Dombroski

Attested: DocuSigned by:
Willi Brooks
FCDA7F14EE9D4EB... Secretary Willi Brooks