

REGULAR MEETING AGENDA: THURSDAY, AUGUST 10, 2023, 3:00 PM

Watch meeting recording:

<https://us02web.zoom.us/rec/share/fy6SemyQNubHYBxBMIju2kOMTh-ceXERhT1lkdPKfk9N5QZgtQFoCRlgAfAJvY5B.gMzMaEzHXvHcbnKR>

CALL TO ORDER

Chairman Erik Dombroski called the meeting to order at 3:01 PM on Thursday, August 10, 2023.

PRONOUNCEMENT OF A QUORUM

Mr. Dombroski, Mr. Geraci, Ms. Scharp, and Mr. Pope were present in person. Ms. Calder, Ms. Bess, and Ms. Isanaka were present via Zoom.

PUBLIC COMMENT

Rick Howe, Jackson Hole Chamber of Commerce, provided an update on the Destination Global Sales Position. A hiring committee has been put in place. 16 applications have been received. The Chamber hopes to have a new Destination Global Sales Director in place near the beginning of September.

ACTION ITEMS

APPROVAL OF MINUTES

July 13, 2023 regular meeting minutes

Mr. Geraci made a motion to approve the July 13 regular meeting minutes. Ms. Scharp seconded. No public comment. Motion passed 7-0.

July 18, 2023 Hospitality Partners Update meeting minutes

Mr. Geraci made a motion to approve the July 18 Hospitality Partners Update meeting minutes. Ms. Calder seconded. No public comment. Motion passed 7-0.

REVIEW AND APPROVAL OF VOUCHERS

Summary of Vouchers 3332 to 3367 in the total amount of \$705,646.61

Ms. Geraci made a motion to approve vouchers 3332 to 3367 in the total amount of \$705,646.61. Mr. Pope seconded. No public comment.

Mr. Geraci noted that Friends of Bridger Teton will work to consolidate vouchers to lessen the additional work for the Jackson Hole Travel & Tourism Board.

Motion passed 7-0.

APPROVAL OF THE SIXTH AMENDMENT TO AGREEMENT FOR BRANDING AND ADVERTISING SERVICES WITH COLLE MCVOY

Sixth Amendment

Attorney Gingery presented the sixth amendment to the agreement with Colle McVoy to renew branding and advertising services through June 30, 2025. History of the contract: Colle McVoy was selected as Brand Agency in 2017, then reselected after an RFP process in 2022, and the same contract was used with additional terms added. The sixth amendment combines the next two terms into one term of two years, expiring in 2025, at which point the contract will likely go out to RFP again.

Mr. Geraci made a motion to approve the sixth amendment to the branding and advertising agreement with Colle McVoy. Ms. Scharp seconded. No public comment.

Ms. Bess noted clerical edits to Ms. Valentino. It was determined that the edits will be made before the contract is sent for signature.

Ms. Scharp asked how this contract will affect the Marketing Manager's Scope of Work. Ms. Valentino clarified that it will not change either scope of work as management of the Brand Agency is already built in.

Mr. Dombroski noted the 30 day opt-out clause.

Motion passed 7-0.

APPROVAL OF FUNDING FOR JACKSON HOLE RESORT RESERVATIONS TRAVEL INCENTIVE PROGRAM

Funding Proposal

Andrew Way, Vice President of Marketing at Jackson Hole Mountain Resort, presented a funding proposal for the Jackson Hole Travel & Tourism Board to contribute \$210,000 toward the travel incentive program.

Mr. Geraci clarified that JHRR is approaching this similar to a start-up to break-even. Mr. Way agreed that it is not a profit-generating endeavor for Jackson Hole Resort Reservations and they do not intend to charge fees to lodging partners or have much cash flow in the short or long term. They aim for a 5-7% return.

Mr. Geraci asked about ski season marketing efforts for air promotions. Mr. Way answered that JHMR started advertising the 23-24 ski season in April '23 and JHMR tickets are pacing ahead last year at the same time.

Mr. Geraci requested a 2 month update on the contract. Mr. Way agreed.

Ms. Scharp asked what percentage of lodging options are JHMR owned or located in the Village. Mr. Way responded that the platform is run by ski.com and JHMR and JHRR have no influence on prioritizing JHMR or Village businesses. All participants are listed objectively.

Mr. Dombroski asked about air credit booking dates that would benefit ski days. Mr. Way answered that there are discounts on lift day tickets available through September.

Mr. Dombroski clarified if a visitor adjusts their travel plans that their air credit is adjusted accordingly. Mr. Way confirmed that with the same travel rep throughout the booking process, modifications are easily made and air credit is adjusted appropriately.

Mr. Pope asked about the relationship between JHRR and Ski.com. Mr. Way compared JHRR to a shirt and Ski.com to everything inside the shirt - all the content and functionality.

Mr. Pope asked about booking from a customer service perspective. Mr. Way answered that a guest will have personalized help from the same booking agent throughout their entire experience (pre and post trip) and customer service is top priority.

Mr. Scharp asked about black out dates for the air credit buydown when visitation numbers are already strong. Mr. Way answered that holidays are blacked out and mentioned that they could explore the possibility of blacking out other dates as well that don't need additional incentivization.

Ms. Bess confirmed that rental cars are bundled with activities. Mr. Way said that rentals cars are bundled with activities on the front end when booking, but can be broken out on the backend when reporting.

Mr. Dombroski invited JH Air to share their perspective on the action item. Ms. Cooper, JH Air, expressed support for Jackson Hole Resort Reservations and particularly this air buydown program. She expanded that JH Air's only mission is to contract air service, not marketing, so this program serves an essential purpose. Cooper also mentioned that the air buydown program has a direct effect on how air service is perceived.

Mr. Geraci made a motion to approve funding to Jackson Hole Resort Reservations for the travel incentive program as presented. Ms. Isanaka seconded.

Mr. Geraci clarified that the JHTTB contributed \$300k and CenRes contributed \$300k last year and asked if \$410k total for this year would be enough to make a difference. Mr. Dombroski responded that in his opinion it would be enough, but the JHTTB can allocate additional funds if desired.

Ms. Scharp stressed the importance of targeted need periods.

Mr. Dombroski stressed the differences between this model and the previous model and cautioned the Board to respond to this as an entirely new program since that cannot be accurately compared to the CenRes model.

Ms. Scharp mentioned the possibility of doing a one-to-one match if additional funds are requested. Mr. Dombroski responded that a one-to-one match may or may not be possible for the fulfillment partner.

Ms. Valentino asked the Board to consider a reporting structure for the fulfillment partner. The Board requested monthly reporting and Mr. Way agreed.

Motion passed 6-0 with Ms. Calder recused.

APPROVAL OF AGREEMENT WITH BOARD OF COUNTY COMMISSIONERS FOR SERVICES TO FACILITATE MOBILITY HUB STUDY

[MOU with the Board of County Commissioners](#)

Attorney Gingery presented the MOU with the Board of County Commissioners for services to facilitate the mobility hub study. Money has already been committed, this MOU includes in writing the contribution and exchange. The JHTTB is contributing \$86k to this study for the County to complete the work and share the results.

Ms. Valentino noted that these funds are a part of a Special Revenue Fund from the Destination Development Grant from the Wyoming Office of Tourism.

Mr. Geraci made a motion to approve the MOU with the Board of County Commissioners. Ms. Scharp seconded. No public comment.

Ms. Bess clarified if the contract should include “Joint Powers Board” and if the Article 6 reference to “TTB employees” should be removed. Attorney Gingery confirmed adding Joint Powers Board but noted that “employees” can remain.

Ms. Bess noted that the money allocated here serves an SDMP priority action item.

Mr. Geraci asked who from the BCC will manage funds. Ms. Valentino answered that Ms. Frei will manage the funds and provide quarterly updates.

Ms. Scharp asked if the JHTTB will have any say in how the contract progresses. Ms. Frei mentioned a stakeholder engagement group and will continue to include the Destination Management Coordinator and the DSC in feedback efforts.

Motion passed 7-0.

DISCUSSION ITEMS

TREASURER’S UPDATE

Mr. Geraci reported June tax collections came in above estimate at \$745k, half percentage point behind budget for the year. Bookings for July and August are a single digit down. Mr. Geraci noted diversifying money and opening a new account with Chase after closing the WYOSTar account that performed well for the last few years.

PARTNER REPORTS

22-23 EVENTS RECAP REPORT

[Presentation](#)

John Morgan, Jackson Hole Chamber of Commerce Events Liaison

Mr. Morgan presented a recap of event funding for events that took place September 25, 2022 - June 8, 2023. Highlights include:

- \$1,315,000 in funding awarded 22-23
- \$3,000 not used, will be returned to the budget
- \$9.3 million returned in lodging spend by 91,165 attendees to funded events
- 23 more event applications for 23-24 than 22-23

COMMITTEE REPORTS

Events Committee

No further comments

Marketing Committee

Ms. Calder shared that the booking widget is live on the website. The marketing committee is continuing to fine-tune the website and is excited to start reporting data. John Bowers has started as the contracted Marketing Manager. The Marketing Committee is working on a social media calendar. The Hospitality Partners Update was successful with good attendance and good content. Committee is continuing to uncover what content is needed. Colle McVoy will have a new marketing strategy for review and approval from the Board in September or October.

Sustainability Committee

Ms. Bess shared that the JHTTB is a little over 6 months after the launch of the SDMP! The Sustainability Committee has been assessing the scope of work for the Destination Management Coordinator. The Destination Stewardship Council is prioritizing quick wins from year 1. They are also evaluating the DSC working groups and how to keep things moving forward. There will be a conversation in September regarding what a DMMO in Jackson could look like. The Destination Management Coordinator is working on a communications plan to keep the community informed of the DSC and SDMP progress.

MATTERS FOR THE BOARD AND CONSULTANTS

FUNDING PROPOSAL PROCESS (PUSHED FROM LAST MEETING)

Ms. Valentino mentioned a new funding process for partners that will increase productivity of Board meetings and standardize requests, updates, vouchers, and reports. This will begin in the September meeting.

Ms. Valentino reminded the Board to RSVP to upcoming events.

ADJOURN

Ms. Calder made a motion to adjourn. Meeting adjourned at 4:22 PM.

ATTEST

Approved by the Board on September 14, 2023 as evidenced by the Chairman's signature below and attested to by the Board Secretary.

Erik Dombroski, Chair

DocuSigned by:
Erik Dombroski
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Julie Calder, Secretary

DocuSigned by:
Julie Calder
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