



REGULAR MEETING MINUTES THURSDAY, AUG 11, 2022, AT 3:00 PM

Town of Jackson Council Chambers

Link to Zoom Recording

[https://zoom.us/rec/play/](https://zoom.us/rec/play/fJBmDB2qNfnO3B25EMMgT4cTfcVPCcNWOEAardW5iU2sefqT2ANu5T8dhaotwaG2GWMpjQPoaLjkUw99.rFCDZwaI773FJsYl?autoplay=true&startTime=1660249258000)

[fJBmDB2qNfnO3B25EMMgT4cTfcVPCcNWOEAardW5iU2sefqT2ANu5T8dhaotwaG2GWMpjQPoaLjkUw99.rFCDZwaI773FJsYl?autoplay=true&startTime=1660249258000](https://zoom.us/rec/play/fJBmDB2qNfnO3B25EMMgT4cTfcVPCcNWOEAardW5iU2sefqT2ANu5T8dhaotwaG2GWMpjQPoaLjkUw99.rFCDZwaI773FJsYl?autoplay=true&startTime=1660249258000)

CALL TO ORDER

Chairman Erik Dombroski called the meeting to order at 3.00 pm.

PRONOUNCEMENT OF A QUORUM

A quorum was established with seven board members present; Erik Dombroski, Cory Carlson, Julie Calder, Crista Valentino, and Mike Geraci in person; Willi Brooks and Mary Bess attended via zoom. Also present were 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.

PUBLIC COMMENT

None

ACTION ITEMS

APPROVAL OF MINUTES

Willi Brooks motioned to approve the [July 14 Regular Meeting Minutes](#), seconded by Crista Valentino. With no public comment, the motion passed unanimously 7-0.

APPROVAL OF VOUCHERS

Treasurer Mike Geraci motioned to approve Vouchers 3111-3129 in the amount of \$409,102.51; seconded by Cory Carlson. With no public comment, the motion passed unanimously 7-0.

APPROVAL OF AMENDED BYLAWS

Carlson motioned to approve the [Draft of amended Bylaws](#) as presented with a change to indicate the name of the Chair, seconded by Geraci to allow for video conferencing, adding a Sustainability Committee, and other housekeeping items. With no public comment, the motion passed unanimously 7-0.

Cory Carlson motioned to approve the [Resolution to amend Bylaws](#), seconded by Julie Calder. With no public comment, the motion passed unanimously 7-0.

APPROVAL OF TMBR WEB DEVELOPMENT CONTRACT

Geraci motioned to approve [Statement of Work - Web development and Master Services Agreement](#) as presented with date typos corrected to finish the project in 2023, seconded by Valentino. Bess asked for clarification on who would manage this project for the JHTTB; Calder

confirmed the marketing committee would provide oversight, but further board discussion was needed. With no public comment, the motion passed unanimously 7-0.

The Statement of Work - Content development management and email marketing was not voted on and was included in the agenda only as an example of what a future addition to the contract might look like.

APPROVAL OF CHAMBER OF COMMERCE CONTRACT

Calder motioned to approve the contract for Destination Sales not to exceed \$382,050.00, seconded by Bess. With no public comment, the motion passed unanimously 7-0.

Calder motioned to approve the contract not to exceed \$565,000.00, seconded by Geraci. With no public comment, the motion passed unanimously 7-0.

Brooks motioned to approve the contract for Event Coordination not to exceed \$65,580, seconded by Carlson. With no public comment, the motion passed unanimously 7-0.

Thanks all around were given to outgoing Chamber President Anna Olsen.

APPROVAL OF AMOUNT OF RESERVES TO INVESTMENT FOR FY 2023

Bret Linsenmann explained the two funds approved by the State of WY and recommended by Teton County treasurer Kate Smits, WYO-Star, and Wyoming Class to invest reserve funds for a better return on funds. Dombroski motioned to invest \$4,000,000 , seconded by Carlson, the motion passed 7-0.

FUNDING REQUEST:

Emily Cohen from community radio station KHOL presented a request for JHTTB support of their daily newscast for \$75,000. Presentation, Written Proposal, and Letters from the Public are linked here. Carlson asked about the frequency of JHTTB exposure; Cohen confirmed nine times per day and that the funding was for the production of the newscast, not the “support” messaging. Additionally, the JHTTB would not have control over the editorial messaging, and verbiage would state that all opinions are not the opinion of the Board. Brooks motioned to approve the request as presented, seconded by Geraci. Public comments in support came from Liz King, Allison Speery, and Jill Balldorf. Attorney Gingery read the Wyoming State Statutes reminding the board that the expenditure must promote travel and tourism, and advised the board that this was a unique situation and to ensure a tight contract is very specific in details about how this funding meets Statute and benefits tourism. Brooks rescinded his motion and made a motion to direct staff to work with Attorney Gingery to draft a contract outlining exactly what is being funded with KHOL not to exceed \$75,000, seconded by Geraci. Bess suggested curated messaging should be considered in addition to sponsoring the newscast. With no further public comment, the motion passed 6-1 with Bess in opposition.

DISCUSSION ITEMS

TREASURER'S UPDATE

Treasurer Geraci presented the budget to date and the Current Lodging Tax Analysis. June collections were slightly less than budgeted, but the JHTTB ended the FY 2021-22 30% over 2021.

PARTNER REPORTS:

Scott Kosiba from Friends of the Bridger-Teton expressed his thanks for the opportunity to expand their Ambassadors for Responsible Recreation to confront the “explosion” of use of the Forest surrounding Jackson Hole. Over \$250,000 has been spent to date; volunteer staff has expanded from 8 in summer 2021 to 32. The most significant impact has been in fire prevention, and was most excited about website updates done by TMBR, allowing them to amplify partner messages—it will be launched in the fall. Additionally, they are working on Spanish language marketing.

COMMITTEE REPORTS

Events Committee –

Brooks reported that some adjustments to funding are coming in, and he will report to the Board in subsequent meetings. Town of Jackson will be asking for funding for barricades.

Marketing Committee –

Carlson updated the Board that Fall targeted ads will be created after being paused for two years and marketing a new direct flight from Miami starting in Dec. Marketing meetings will be open to partners and the public 1 x per month, date TBD.

Sustainability Committee –

Valentino announced that the complete Resident Sentiment Survey will be released soon, as well as the Situational Analysis. The SDMP is moving into phase 4, which will include a first draft of the SDMP in October, and the next onsite visit is Oct 24-26 to validate the draft SDMP. The final plan should be wrapped up by Dec. 20. The public can comment on priority issues until Aug 31 on [Engagetetoncounty.com](https://www.engagetetoncounty.com).

MATTERS FOR THE BOARD AND CONSULTANT

September Hospitality Industry Workshop will be on Sept 15 at the Cloudveil Hotel.

TOURISM DASHBOARD

Current Lodging Tax Analysis

Current Economic Dashboard

Colle McVoy Summer Responsible Recreation Campaign

New Thought Media Monthly Social Data

TOJ Lodging and Short Term Rental Analysis

(for better context, please watch the 7/18/22 1:30 Town Workshop presentation from Tyler Sinclair by clicking on the video icon [here](#))

ADJOURN 5:08 pm

Respectfully Submitted: _____
DocuSigned by:
Willi Brooks
FCDA7F14EE9D4EB Secretary Willi Brooks

Date 9/8/22

Date Approved by the Board Sept. 8, 2022, as evidenced by the Chairman's signature below and attested to by the Board Secretary:

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

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

Respectfully Submitted: _____ Secretary Willi Brooks

Date 9/8/22

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

_____, Chair Erik Dombroski

Attested:

_____ Secretary Willi Brooks