



REGULAR MEETING MINUTES: THURSDAY, SEPT 8, 2022, AT 3:00 PM

[Zoom Recording](#)

CALL TO ORDER & PRONOUNCEMENT OF A QUORUM

Chairman Erik Dombroski called the meeting to order at 3:00 pm with a quorum of 6 board members including Julie Calder, Mike Geraci, Cory Carlson, Mary Bess, and Willi Brooks. Crista Valentino was not present. Also present were contract staff Kathryn Brackenridge and Sue Muncaster, and Bret Linsenmann, and Town of Jackson Vice Mayor, Arne Jorgenson.

PUBLIC COMMENT

None

ACTION ITEMS

APPROVAL OF MINUTES

Willi Brooks motioned to approve the [August 11, 2022 Minutes](#) as presented, the motion was seconded by Cory Carlson. No public comment. The motion carried 6-0.

APPROVAL OF VOUCHERS

Treasurer Mike Geraci motioned to approve vouchers [3130-3141 in the amount of \\$135,551.81](#), the motion was seconded by Julie Calder. No public comment. The motion carried 6-0.

FUNDING REQUEST: Jackson Hole Mountain Resort, [Rendezvous Festival](#)

As an employee of JHMR Julie Calder recused herself from the vote and discussion.

Jess McMillan and Toby Benson from JHMR presented the board with a final recap of the 2022 event budget, challenges, and successes. McMillan presented three options for funding the late winter festival 2023, with the central theme being an increase in funding to attract a higher talent level. The date will be March 31 - April 2; Option 1 was no change in funding from 2022, Option 2 would fund a band “who might play at Red Rocks,” Option C would fund a band such as Jimmy Buffet. The board asked about metrics and incremental spend, and McMillan confirmed “we” as a destination do not

have a great measuring tool and recommended packages as a solution to creating a “destination event,” perhaps through Central Reservations. Rick Howe from the Chamber of Commerce suggested their new software might help with these statistics. Geraci asked for clarification on marketing funds and McMillan confirmed that the line item includes “talent buy” as a marketing expense. Brooks spoke in support of the dates and efforts to create a more community-centric event but that the event budget did not support Option C, and Dombroski confirmed that without going back to elected officials with a budget amendment, the Option C was off the table. Carlson motioned to approve Option B (\$950,000.00) contingent upon verification of available funds, seconded by Willi Brooks. No public comment. The motion carried 5-0.

FUNDING REQUEST:

Kent Elliot from the Jackson Hole Chamber of Commerce presented a [Request for MIAMI Media and Sales Event](#) to Educate Southern Florida Market on American Airlines Direct Flight MIA-JAC October 3-5, 2022 in the amount of \$30,000.00. Brooks asked for clarification on how flights like this are added to Jackson Hole, and Kari Cooper from Jackson Hole Airservice Improvement Resources (JH Air) explained the Miami flight essentially replaces American’s JFK direct flight which had poor performance last winter. Cooper explained American did pick up a Saturday flight from Laguardia and picked up a Charlotte flight, but net total capacity on American increased by 1000 seats total. Geraci pushed back on scrambling to fill seats and asked why there wasn’t marketing support sooner and expressed that while he hoped for a longer-term look at this type of marketing, he supported the event. Calder, after citing success of direct flights to Eagle County, Colorado, motioned to support the request for the Maimi Media and Sales Event for \$30,000, seconded by Bess. No public comment. The motion carried 6-0.

DISCUSSION ITEMS

Treasurer’s Update: Bret Linnssenman said there were no lodging tax deposits reported for August, so there was not an update for the first month of the fiscal year. He confirmed an investment account at Wyo Star has been established with \$500,000, and additional funds will be invested.

COMMITTEE REPORTS

Events Committee:

Chair Will Brooks gave the Board notice that a request for safety barricades for the Town of Jackson to ensure the safety of groups at events would be forthcoming and on the agenda for October. Additionally the Central Wyoming College Pow Wow event

would be coming to the board in October for increased funding of \$14,540; Dombroski confirmed the Board will need to vote on this.

Marketing Committee

Julie Calder updated the Fall Campaign is in motion and will be in market soon, and additional JHTTB marketing will be supporting the Miami flight. The new website and coordination with partners has been a focus and new content development and management is a priority. Success of Teton County Engage was noted as well as the TMBR intake survey that was forthcoming for Board input.

Sustainability Committee

Bess updated the Board that the SDMP project is entering phase 4 and 82 comments from TC Engage were sent to George Washington. The Situational Analysis Report is close to final, and dates for the final site visit were set for late October (note: this has been moved to November 14-16).

MATTERS FOR THE BOARD AND CONSULTANT

Kathryn Brakenridge updated the Board on the September 15 of Hospitality Workshop - 8:30 - 11 at the Cloudveil with lodging partners, food and beverage, and outfitters. The goal is to update them on JHTTB efforts and exchange ideas.

Brackenridge updated the Board that RFP for a Social Media Agency is needed as the contract lapsed during the pandemic.

The Board agreed January Board Retreat was necessary and dates will be determined via Doodle poll.

Bret Linnsenman updated the Board that our past year's audit was complete and no issues were present.

Thanks was given to Anna Olson for her time at the Chamber of Commerce.

ADJOURN

At 4:20 pm, Mary Bess motioned to adjourn.

HOSPITALITY DASHBOARD

[Aug Destimetrics](#)

[Visitor Services](#) Report

Lodging Tax Collections - Not available for August

[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](#))

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

Date 10/21/22

Date Approved by the Board October 21, 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

MEETING NOTIFICATIONS FOR THE PUBLIC:

To register or continue to receive Automated Alerts, Meeting Notifications, and News Flashes from the Jackson Hole Travel and Tourism Board, please visit the Teton County Website via this link and sign up for notification preferences for all Teton County departments.