

REGULAR MEETING MINUTES: THURSDAY, SEPTEMBER 14, 2023, 3:00 PM

Watch meeting recording:

https://us02web.zoom.us/rec/share/EPgFMShzHdx-n5MfhIyiFGf7K_qcspCY924XddxJd_zcIoawS8S6eMB4pNk2Occ3.J38N5oWhRbKLlFXk

CALL TO ORDER

Chairman Dombroski called the meeting to order at 3:02 PM on Thursday, September 14, 2023.

PRONOUNCEMENT OF A QUORUM

Mr. Dombroski, Ms. Calder, Mr. Geraci, Ms. Scharp, and Mr. Pope were present in person. Ms. Isanaka joined at 3:05. Ms. Bess was absent. Ms. Calder left at 4:58pm. Ms. Scharp left at 5:34pm.

PUBLIC COMMENT

No public comment.

ACTION ITEMS

APPROVAL OF MINUTES

Mr. Geraci motioned to approve the regular meeting minutes from August 10, 2023. Ms. Calder seconded. No public comment. No further discussion. Motion passed 5-0 with Ms. Bess and Ms. Isanaka absent.

REVIEW AND APPROVAL OF VOUCHERS

Mr. Geraci motioned to approve vouchers 3369 - 3384 for the total amount of 257,169.74. Ms. Calder seconded. Mr. Geraci recused himself from the vote due to a conflict of interest on voucher number 3378. Motion passed 4-0 with Mr. Geraci recused and Ms. Bess and Ms. Isanaka absent.

APPROVAL OF AGREEMENT WITH UNIVERSITY OF WYOMING TO IDENTIFY AND CATALOG VISITATION IMPACTS

[Agreement](#) and [Exhibit A](#)

Ms. Valentino presented the agreement with University of Wyoming to develop an online data dashboard.

Ms. Calder made a motion to approve the agreement with University of Wyoming. Mr. Geraci seconded. No public comment. Motion passed 6-0.

APPROVAL OF VISIT JACKSON HOLE AFFIDAVIT

Ms. Valentino presented the Visit Jackson Hole Affidavit, the purpose of which is to have a “verified” badge on Visit Jackson Hole social media channels.

Ms. Calder made a motion to approve the Visit Jackson Hole Affidavit. Ms. Scharp seconded. No public comment. Motion passed 6-0.

APPROVAL OF WINTER/SPRING ‘24 EVENT FUNDING RECOMMENDATION

Ms. Scharp presented the Winter / Spring 2024 event funding recommendation. Ms. Calder asked about new events applying for funding. Ms. Scharp noted a few new film festivals and other community-centric events put on by local nonprofits. Mr. Dombroski mentioned that it was indicated in the JHTTB Board Retreat to increase funding to local events, so the committee was excited to fund almost all requests (26 of 29 applications were funded).

Ms. Scharp made a motion to approve the event funding recommendation as presented. Mr. Geraci seconded. No public comment. Motion passed 6-0.

APPROVAL OF RENDEZVOUS SPRING FESTIVAL 2024 FUNDING REQUEST

[Funding Proposal](#)

Jess McMillan, Jackson Hole Mountain Resort, presented a funding request in the amount of \$1.2million for Rendezvous Spring Festival ‘24.

Highlights include:

- Positive results from last year. Occupancy up to 75% in late winter season.
- April 5-6, 2024 (latest dates in festival history).
- Focus on local vendors and sponsors for a “Jackson centric” event serving visitors and locals.
- Requesting \$1.2 million in funding from the JHTTB. JHMR contributes \$525,000 and additional partnerships contribute \$350,000. Total budget - just over \$2million.

Mr. Dombroski asked about skier visitation as a result of Rendezvous. Ms. McMillan answered that skier visits increased last year as well as were visitors who didn’t come to ski. Ms. Scharp asked about the date overlap with Gaper Day. Ms. McMillan answered that the intention is not to overlap in the future. Ms. Scharp asked about direct flights continuing through the extended dates. Ms. McMillan confirmed direct flights will still be available. Mr. Pope asked about the Rendezvous Passport. Ms. McMillan explained the Rendezvous Passport is an outreach program for local businesses to ensure a community-focused event. Mr. Pope asked about regional visitation and if there’s any focus on a larger, farther reach. Ms. McMillan answered that yes, the long-term goal is to generate longer stays from farther away. Ms. Scharp asked about the \$250k increase from last year’s request. Ms. McMillan answered that extending the dates will require the additional funding. Mr. Dombroski asked if the additional costs are based on upping the level of talent or increased cost of hosting an event. Ms. McMillan answered that both would contribute to the increased ask. Mr. Dombroski asked about increasing VIP ticket prices. Ms. McMillan answered that they would prefer not to increase VIP prices. Mr. Dombroski asked about no additional contribution from other revenue sources. Ms. McMillan answered that two years ago there was a JHMR liability in which they lost

money on the event for which JHMR is still reconciling. Mr. Geraci asked about marketing efforts in relationship to production costs. Ms. McMillan answered that she agrees there's opportunity for more marketing and she's excited about the addition of the Rendezvous channel.

Board discussion:

Ms. Calder recused herself from the vote due to a conflict of interest.

Ms. Scharp and Mr. Pope clarified budget from last year. Mr. Dombroski posed a question to the Board - is an additional level of talent going to make a large enough impact on lodging and local spend? Mr. Geraci expressed value of live events. Mr. Pope posed the question to the Board - what does success look like for both visitors and the community? Mr. Pope asked if the local community understands how much the JHTTB contributes to this event. Mr. Geraci and Mr. Dombroski state that the JHTTB has a good presence at the event while Ms. Scharp stated there needs to be more JHTTB branding throughout the marketing efforts.

Mr. Geraci made a motion to approve the Rendezvous Spring Festival funding request in the amount of \$1.2million. Mr. Pope seconded.

Public comment:

Mr. Howe, Jackson Hole Chamber of Commerce, made public comment in support of the funding request.

Motion passed 5-0 with Ms. Calder recused and Ms. Bess absent.

APPROVAL OF MOUNTAIN TOWNS 2030 FUNDING REQUEST

[Funding proposal](#)

Tanya Anderson, Ecosystem Stewardship Administrator, presented a funding request in the amount of \$150,000 to fund Mountain Town 2030 should the conference be awarded to Jackson, WY for 2024 and pending approval of the FY25 JHTTB budget.

Ms. Calder asked about the timing to appropriately showcase the community. Ms. Anderson answered that they will try to focus on early October and much will still be open at that time. Mr. Dombroski asked if there's a financial contribution from the Town. Mr. Anderson answered that the Town has funded her position, but will likely not contribute much more financially, which is common for events. Ms. Valentino notified the Board that this is an uncommon case of allocating funds in advance and Attorney Gingery would alert the Board of any changes to this process.

Mr. Dombroski made a motion to approve the Mountain Towns 2030 request in the amount of \$150,000, subject to approval of the FY24 budget. Ms. Isanaka seconded.

Motion passed 4-1 with Ms. Scharp dissenting and Ms. Calder and Ms. Bess absent.

APPROVAL OF JH AIRPORT FUNDING FOR MESSAGING VIDEO

[Funding request](#)

Megan Jenkins, Jackson Hole Airport, presented a funding request in the amount of \$10,412 to fund an educational video for visitors.

Mr. Pope asked what opportunity the JHTTB would have to use the video. Ms. Jenkins answered that the JHTTB would have access to use the video as needed and could buy separate b-roll footage from the videographer. Mr. Dombroski asked the marketing committee for a recommendation. Mr. Geraci answered that he recommends funding the request from a media buy perspective and because of the quality of the footage that would be received. Mr. Pope commented that while the marketing committee is working

on responsible wildlife campaigns, it would have been nice to come together to meet several needs at the beginning of the video. Ms. Jenkins answered that there will be future opportunities to work together. Mr. Geraci added that both entities will continue to come together and “close the gap” in the future.

Mr. Pope made a motion to approve the airport funding request. Mr. Geraci seconded. Motion passed 5-0 with Ms. Bess and Ms. Calder absent.

DISCUSSION ITEMS

TREASURER’S UPDATE

Mr. Geraci reported that tax collections for July were up 5.5% from last year and 13% above what was budgeted. July was healthy in terms of tax collections.

The JHTTB has \$6.5million total cash on hand, and is continuing to diversifying among savings accounts.

PARTNER REPORTS

[Colle McVoy marketing timeline](#)

Ms. Valentino informed the Board that Colle McVoy will not present in this meeting, but the Board can view the marketing plan for winter ‘23-’24 via the attachment here. This will be presented in the September 21 Hospitality Partners Update.

COMMITTEE REPORTS

Events Committee
No report

Marketing Committee
No report

Sustainability Committee
No report

MATTERS FOR THE BOARD AND CONSULTANT

Ms. Valentino informed the Board that the Hospitality Partners Update will take place via Zoom on September 21 at 9am.

Ms. Valentino informed the Board that she was invited to the Power of Partnership Stewardship event in October. There will be conversations on DMMO and sustainable tourism information and Ms. Valentino will be on the panel. The Board verbally agreed that this type of travel is well in-line with the JHTTB mission and a good use of travel funds. No vote was needed.

Ms. Magleby informed the Board that they can attend JHTTB sponsored events by contacting jhoperations@tetoncountywy.gov for tickets. Upcoming events can be found on page one of the Board meeting packet.

ADJOURN

Mr. Dombroski made a motion to adjourn. Meeting adjourned at 5:42 pm.

ATTEST

Approved by the Board on October 12, 2023 as evidenced by Chairman's signature below and testified 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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