



**SPECIAL MEETING MINUTES :  
HOSPITALITY INDUSTRY ENGAGEMENT & UPDATE  
THURSDAY, SEPT 15 2022, AT 9:00 - 11:00 AM**

Cloudveil Hotel - Lupine Room

**CALL TO ORDER & PRONOUNCEMENT OF A QUORUM**

9:12 Chairman Erik Dombroski called the meeting to order. Board members Julie Calder, Mary Bess, and Mike Geraci, and contract staff Tim O'Donogue, Kathryn Brackenrides, and Sue Muncaster were in attendance. Approximately 45 members of the hospitality industry were also present.

**PUBLIC COMMENT**

Kari Cooper

**ACTION ITEMS** None

**DISCUSSION ITEMS**

Maggie Christ presented a Seasonal Marketing Recap from Colle McVoy, the JHTTB's creative agency of record.

A video of the [DestiMetrics Executive Summary for August](#) was presented.

Executive Director Kathryn Brackenridge gave an update on the new website and the JHTTB's fall and winter marketing efforts, including significant investment in promoting the new American Airlines direct flight from Miami starting in December. Brackenridge updated the group on the delivery status of the Sustainable Destination Management plan and mid-November draft presentation. The final plan is due for delivery in early 2023.

Industry Discussion included clarity on the JHTTB structure, the lodging tax and how it can be spent, how the JHTTB can help businesses with event and marketing funding,

input into the creative assets and ideas for the new website, and how to access JHTTB marketing assets to help promote a business.

**ADJOURN 11:00 am**

Mary Bess motioned to adjourn, seconded by Mike Geraci.

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