

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
August 8, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on August 8, 2019 at the Town council chambers, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The regular meeting of the JHTTB was called to order at 3:01 p.m. by Chair Gallagher. A quorum was established with all board members attending including Brian Modena, Erik Dombroski, Willi Brooks, Joe Madera, Cory Carlson and Crista Valentino.

Public comment:

There was no public comment.

Approval July 11, 2019 regular meeting minutes:

Joe Madera made a motion to approve the July 11, 2019 regular meeting minutes, seconded by Carlson, there was no discussion, motion carried.

Voucher Review and Approval:

Dombroski motioned to approve vouchers #2653-2663 in amount of \$190,215.10
Brooks seconded, no discussion, motion carried.

Treasurer's update:

Dombroski reported a downward trend in collections this month, down 9%. The JHTTB based next year's budget on a 3% increase so we should still be Ok and come in at budget without reserves. Park visitation and Teton Village occupancies are slightly down which is reflective in tax collections.

Heart of Glass funding request:

Jennifer Tennicen, Director Heart of Glass, (a film about Vertical Harvest), presented a request to fund a stations relationship manager to market the film and gain national distribution through the PBS channels. Heart of Glass and Vertical Harvest really differentiate Jackson from other mountain communities. The film highlights all seasons in Jackson and positions Jackson as a culinary delight. STAY WILD branding will be included at the beginning and end of the film securing our brand for six seconds nationally. This year is the 30th anniversary of the American Disabilities Act.

Discussion included: good use of marketing dollars? Yes, tells a story from a cultural and community perspective. Money is available in the budget. Other funding partners include Wyoming Humanities Council, Wyoming Governors office, ADA. Madera made a motion to approve funding in amount of \$9,900, seconded by Dombroski, motion carried unanimously.

JHMR/JHCenRes early season marketing effort:

Ned Wonson presented an early season marketing request to promote the destination for early season visitation. Last season early season skier days were primarily locals and there is room for growth in visitation. The campaign is vital to countering the current trend of customers visiting Rocky Mountain Ski resorts later in the season. Elements such as Golden ticket, First turns promotion and Get Snowed in packages will be promoted. Channels include: Elevation Outdoors,

USA Today, Denver Post, AdTaxi, Casper Star Tribune and regional Google adwords campaign. Discussion included adding Dallas in marketing efforts. Ned indicated JHMR will be marketing Dallas as part of winter effort but will look into this. Is there coordination with local retailers, restaurants to coincide with early season promotion? Possible promotion around Woman's Suffrage act. Carlson motioned to approved \$10,000 early season request, seconded by Crista Valentino, motion carried.

**Committee Updates –
Special Events –**

Willi Brooks indicated that Jackson Youth soccer's event was denied funding in May meeting due to timing of event. Jackson Youth Soccer board director Bud Chatham indicated they were unaware of this decision, but acknowledged turnover at the organization. Board discussed making an exception this year due to lack of communication, turnover and quickly approaching date of tournament, but made it clear that the event must move to last weekend in September for future funding and should not rely on funding before funding is approved. Gallagher motioned to fund Jackson Youth soccer for \$10,000 for Fall Classic, seconded by Brooks, discussion included that funds be used for marketing only, willing to make exception for this event as it has a long standing history with JHTTB and is part of our community character. Discussion also included looking closely at September because these events do bolster occupancy. Vote taken, 5 in favor, one recusal, one vote against, motion carries. Brooks indicated that events committee will make spring events recommendation at the October meeting.

Marketing Committee-

Marketing committee is reviewing winter campaign ideas and may take one idea to focus groups to gauge community buy-in.

Matters from the Board & Consultant:

Board ask Executive Director to float board retreat schedule options past elected officials. Potential dates are January 10th, 24th and 31st. Modena made motion to adjourn, seconded by Dombroski, meeting adjourned at 3:56 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board September 20, 2019 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair Date

Brian Modena, Secretary, Date

