



SPECIAL MEETING MINUTES: WEDNESDAY, SEPTEMBER 28, 2022, 10:00 AM

[Zoom Recording](#)

CALL TO ORDER & PRONOUNCEMENT OF A QUORUM

Board Chair Erik Dombroski called the meeting to order at 10:00 am. A quorum was established with 6 board members present; Mary Bess, Crista Valentino, Willi Brooks, Julie Calder, and Mike Geraci. Also present were Senator Mike Gireau, County Commissioner Mark Barron, 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 GEORGE WASHINGTON UNIVERSITY INTERNATIONAL INSTITUTE OF TOURISM STUDIES AMENDED CONTRACT

Crista Valentino motioned to approve the [2021 George Washington University Independent Contractor Contract](#) as written and explained the expanded scope of work was due to an unprecedented amount of public participation; Mary Bess seconded the motion. Commissioner Barron asked for clarity on the original amount of the bid, which was for an original fee of \$150,000 and a timeline of March 2021 - Oct 202. Attorney Gingery clarified that the Board needed only to approve the [Letter of Expanded Term and Extended Scope](#) as the vote to extend the contract and approve the [Sustainable Destination Management Plan \(SDMP\) Scope of Work](#). Valentino amended her motion to approve the Letter of Expanded Term and Extended Scope, seconded by Bess. The motion passed 6 - 0.

APPROVAL OF COMMUNICATIONS MANAGER AMENDED CONTRACT

Executive Director Kathryn Brackenridge gave an overview of the changing scope and amount of work for this position and an overview of suggested changes. [2021 Communications Manager Contract](#) with Sue Muncaster. Attorney Gingery clarified that the agreement would automatically renew, so there was no urgency to amend the contract. Having not received the draft contract with changes in advance, the board was concerned they did not have sufficient information to vote on it and asked for more time to review changes. The further discussion identified the need to review all contractors' scope of work. Gingery reminded the Board that they can't "crowd-source" on Google Docs but should manage comments through the executive director instead. Gingery also reminded the Board of a concept that under their governance, they could consider a structure that allows for only one independent contractor who would sub-contract contractors or employees under them. The action item was tabled, and the executive director was asked to compile feedback and present it at the next scheduled meeting in October.

APPROVAL OF DATE CHANGE OF OCTOBER 13, 2022, REGULAR MEETING

Due to a lack of quorum for the October 13 meeting, Chair Dombroski moved to change the date of the October Regular Meeting to October 21, pending the availability of the Town Council Chambers, seconded by Geraci. The motion passed 6-0.

DISCUSSION ITEMS

MARKETING ITEM: CONTENT MANAGEMENT AND EMAIL MARKETING NEEDS FOR NEW WEBSITE DEVELOPMENT

Chair Dombroski reminded the Board that the original RFP for website development allowed for separating out responsibility for content management and email marketing. Julie Calder expressed concern about the timing of the website and SDMP delivery and the need for clarity on the project management before discussing content management. Mike Geraci further expressed a need for significant project management. Dombroski didn't feel there was a timing issue but hoped to move forward and stay on the contracted timeline with TMBR and outlined two separate project management issues - one being the development of the website and the second for management after it's launch. Dombroski feels that the contracted agency would be best qualified to do this but was open to hiring someone from another organization if it can be shown they can effectively work within the budget. The lack of a marketing manager at the JHTTB for TMBR to work with was identified as a missing piece in the project management conversation. Having identified both a project manager and a content manager needed for the website project, the conversation circled back to reimagining the structure and scope of work of the JHTTB contractors. An RFP would need to be put out for work above \$15,000. The goals would be to hire a contractor with a solid understanding of

