

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Meeting Minutes  
September 13, 2018

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on August 9, 2018 at the Town council chambers, Jackson, WY.

**Call to Order/Pronouncement of Quorum:**

The regular meeting was called to order at 3:01 p.m. by Alex Klein, who filled in for Chairman Gallagher who was available via phone. A quorum was present with board members including; Willi Brooks, Crista Valentino, Brian Modena, Erik Dombroski and Cory Carlson via phone. Also present was Attorney Weisman,

**Public comment:**

There was no public comment.

**Approval of August 9, 2018 regular meeting minutes:**

Brooks made a motion to approve August 9, 2018 meeting minutes, seconded by Dombroski, there was no discussion, motion carried.

**Voucher Review and Approval:**

Treasurer Dombroski motioned to approve vouchers #2464-2480 in amount of \$618,796.89. Brooks seconded, no discussion, motion carried.

**Treasurer's update:**

Treasurer Dombroski provided a board update. The past two months of lodging tax collections are in and are up \$58,000 vs. a year ago. This correlates to May and June being strong. The trend is showing a bit of decline for upcoming months as July was down a bit, but we are still on pace with budget. The 3% July dip is first time to experience this, but again we can make this up by the end of the year.

**Colle McVoy Campaign updates, Fall and Winter:**

Mike Schwab, Account Director, Dustin Black, Creative Director and Kerry Moore, Media Director from Colle McVoy presented the Fall and Winter campaign creative. Agency reviewed fall creative units, with the theme, The Bold West, highlighting bold fall colors, activities and wildlife viewing. The campaign is primarily digital with display, email, social and PPC. The timing is August 1-September 16, 2018. Winter campaign kicks-off October 1. Elements include; Print, digital, including video, display, email, paid social and search. In addition, this year includes a local and regional print effort to launch STAY WILD 2.0 which emphasizes sustainability initiatives happening in our community to educate our visitor to be a more responsible guest. These initiatives include, STAY WILD canvas bags in anticipation of the countywide elimination of plastic grocery bags, signage at the airport, a webpage that highlights sustainability priorities and initiatives and a tag responsibly program to educate visitors on geotagging responsibly. The campaign also includes local influencers along with unique experiences for the visitor, and a sweepstake with *Outside* magazine to win a STAY WILD fat bike. Elements of the STAY WILD lifestyle brand have been created for retailers use to elevate the brand. Klein commended the agency on the work and identifying who and what we are as a community and representing this in the campaign work.

**JHTTB, STAY WILD licensing application and agreement, Action**

Sollitt presented the STAY WILD licensing application and agreement that Attorney Weisman drafted and Sollitt reviewed, along with the marketing committee. The goal is to license the brand for local retailers to elevate brand awareness. The application was modeled off the state of Wyoming's Cowboy Joe application and the license was modeled off the current SHIFT license agreement. Some terms in the agreement are two -year term, and that this has to supplement the businesses existing brand, not replace it. Discussion included; no fee as this is not a revenue generator, it is simply designed to elevate the brand, requesting if businesses would be willing to donate a portion of proceeds to local non-profits. Attorney Weisman advised against making this mandatory as she doesn't want the board to get involved in others' businesses, the board's focus is simply on the mark. Requiring businesses to provide a proof as to how the mark will be used and have board approve. Avoid branding with businesses that include alcohol or alcoholic beverages. Modena made a motion to approve the STAY WILD licensing application and agreement with an amendment to agreement including providing a proof of use for board approval, seconded by Dombroski, no public comment or further discussion, motion carried.

**Committee Updates –**

**Special Events –**

Mo Murphy informed the board that the events committee is meeting this week to review final recommendation for the Spring events that will be presented at the October meeting. There are roughly 8-10 more events for this round. Board has already approved the fall and winter events for FY'19.

**Marketing committee –**

No update

**Matters from the Board & Consultant:**

Sollitt distributed the 3<sup>rd</sup> annual report for the board review and the STAY WILD canvas grocery bags. Sollitt indicated that the bags were distributed for free to Jackson Whole Grocer shoppers and were gone within an hour. Klein introduced Chris Brown, ED of WLRA and WTIC. Brooks made a motion to adjourn, seconded by Modena, meeting adjourned 3:53 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary,                      Date

Approved by the Board October 11, 2018 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher                      , Chair                      Date

Brian Modena, Secretary,

Date