

REGULAR MEETING MINUTES: THURSDAY, OCTOBER 12, 2023, 3:00 PM

Watch meeting recording:

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CALL TO ORDER

Chairman Dombroski called the meeting to order at 3:00 PM on Thursday, October 12, 2023.

PRONOUNCEMENT OF A QUORUM

Mr. Dombroski, Ms. Calder, Mr. Geraci, Ms. Bess, Ms. Scharp, Mr. Pope and Ms. Isanaka were present in person.

PUBLIC COMMENT

Rob Nelson, Director of Destination Global Sales provided public comment to introduce himself, mentioning that he will be regularly attending JHTTB meetings.

Ms. Kristan Burba, Rendezvous Events, provided a recap on the media trip that took place in Fall 2023. 12 media members were in attendance with excellent positive feedback and gained PR. Winter event will take place in January.

ACTION ITEMS

APPROVAL OF MINUTES

[Meeting Minutes from September 14, 2023 JHTTB Regular Meeting](#)

Ms. Calder made a motion to approve the September 14, 2023 JHTTB Regular Meeting minutes. Mr. Geraci seconded. No public comment. No further discussion. Motion passed 7-0.

[Meeting Minutes from September 21, 2023 JHTTB Special Meeting \(Hospitality Partners Update\)](#)

Mr. Geraci made a motion to approve the September 21, 2023 JHTTB Special Meeting minutes. Ms. Calder seconded. No public comment.

Ms. Bess noted that the minutes should be amended to include Ms. Bess as attending the meeting online.

No further discussion. Amended motion passed 7-0.

REVIEW AND APPROVAL OF VOUCHERS

Summary of Vouchers 3385 - 3404 for \$850,020.84

Mr. Geraci made a motion to approve vouchers 3385 - 3404 for the total amount of \$850,020.84. Ms. Scharp seconded. No public comment. No further discussion. Motion passed 7-0.

APPROVAL OF FUNDING FOR TETON COUNTY SEARCH AND RESCUE FOUNDATION INFORMATIONAL VIDEOS

Proposal

Maddie Johnson, Teton County Search and Rescue Foundation, presented a funding request in the amount of \$5,000 to create an animated, informational video on responsible and safe backcountry use.

Ms. Calder asked if the video will be seasonal for summer and winter. Ms. Johnson answered that the scenes will be woven together to be used for both winter and summer in the same video, however, the shorter clips could be seasonal. Mr. Geraci asked if TCSAR has considered additional paid media to support the project. Ms. Johnson answered that marketing support of the video would come from the TCSAR budget and will track the success of the video. Mr. Geraci mentioned that, in the future, additional paid media support from the JHTTB could be considered.

Ms. Calder made a motion to approve funding to the TCSAR Foundation in the amount of \$5,000 to create animated informational videos. Ms. Bess seconded.

No public comment. No further discussion.

Motion passed 7-0.

APPROVAL OF FUNDING FOR FRIENDS OF BRIDGER-TETON TO PAY OUTSTANDING INVOICES FROM FY23

Request: \$65,210.99 | Outstanding from FY23 grant: \$262,920.64

Mr. Dombroski explained that allocating from FY24 reserves would pay outstanding invoices from the FY23 grant that were not submitted before FY23 books were closed. It was suggested by the County Attorney and the Fiscal Manager to proceed in this way, as past year's books cannot be reopened.

Ms. Bess made a motion to approve funding for Friends of Bridger-Teton from outstanding FY23 invoices in the amount of \$65,210.99. Mr. Geraci seconded. No public comment. Motion passed 7-0.

APPROVAL OF FUNDING FOR KHOL TO PAY OUTSTANDING INVOICES FROM FY23

Request: \$3,000 | Outstanding from FY23 grant: \$3,000

Ms. Bess made a motion to approve funding for KHOL from outstanding invoices from FY23 in the amount of \$3,000. Mr. Geraci seconded. No public comment. Motion passed 7-0.

DISCUSSION ITEMS

TREASURER'S UPDATE

The JHTTB has not received August tax receipts, so little updates can be provided. \$5.5 million total cash on hand.

PARTNER REPORTS

None

COMMITTEE REPORTS

Events Committee

Ms. Magleby notified the Board that they are invited and encouraged to attend JHTTB-funded events. To attend, please email jhoperations@tetoncountywy.gov.

Ms. Scharp updated the Board that the Virginian Concert Series asked about any considerations for funding Labor Day events in the future. Ms. Scharp mentioned that she would like to consider different dates for funding in the future and not take this question entirely off the table. Ms. Dombroski mentioned that, typically speaking, Labor Day would be pretty far outside our funding dates, but mentioned that this could be discussed in the Board Retreat in January.

Marketing Committee

Ms. Calder updated the Board that the Agency of Record is in town this week, putting together content of a new campaign that will be presented shortly. Marketing Manager, John Bowers, has created a lot of fall content in the last few weeks. Good work is being done with New Thought Media on social media, with clear focus on Instagram and Facebook strategy and potential creation of TikTok down the road.

The Air Credit is live - \$54,000 has been used to date in air credit funding. Ski.com was able to get the booking site completely online. Air credit will stay in place through the end of December.

Winter occupancy is up 15% YOY. Winter ADR is slightly down. Airline seats are trending down a little in the last report. Jackson is outperforming other mountain destinations both in summer and winter.

Sustainability Committee

Ms. Bess updated the Board that the WORTH Initiative is actively working through a large number of indicators for a sophisticated dashboard for the destination. The end result is still about two years out.

DMMO discussions have begun with the DSC. Moving forward with sourcing a moderator for this discussion.

The DSC is looking to bring on additional community-members-at-large to join the DSC. Applications are live, closing October 23. Ms. Geraci asked about promoting the application. Ms. Magleby answered that a small push has begun, but a larger marketing push is planned for the next newsletter, listservs, and local media. Ms. Calder asked if there's a specific group in the community that is under represented. Ms. Bess answered that the DSC would like to see what applications come in.

The DSC has brought on a Wyoming Office of Tourism ex-officio. Active working groups are spending efforts in understanding existing efforts in the area that align with year 1 SDMP initiatives.

MATTERS FOR THE BOARD AND CONSULTANT

BOARD RETREAT DATE

The Board proposed January 10, 2024. Ms. Magleby will send a calendar invite and confirm details when able.

Mr. Geraci mentioned that Colle McVoy, the JHTTB Agency of Record was awarded the midsize agency of the year.

Ms. Valentino brought up a request from the Destination Management Coordinator to attend Mountain Towns 2030 this fall in Vail, Colorado. Board discussion was opened about funding this trip in the amount of \$1,100. The Board generally agreed to funding this travel, and stated support to network and learn more at this event.

Ms. Bess noted that herself and Lindsey Ehinger met with a delegation from the country of Jordan regarding the SDMP process. Ms. Bess and Ms. Ehinger also met with a group from CSU with guests from all over the world about the destination management planning process.

Ms. Magleby noted that the Annual Report is underway and we are aiming for print and release by the beginning of December.

ADJOURN

Ms. Bess made a motion to adjourn. Meeting adjourned at 4:04pm.

ATTEST

Approved by the Board on November 9, 2023 as evidenced by Chairman's signature below and testified by the Board Secretary.

Erik Dombroski, Chair

DocuSigned by:

Erik Dombroski

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Julie Calder, Secretary

DocuSigned by:

Julie Calder

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