

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
October 10, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on October 10, 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 3:03 p.m. by Vice Chair Carlson. A quorum was established with board members attending including, Erik Dombroski, Willi Brooks, Joe Madera, Cory Carlson and Crista Valentino. Brian Modena was not present and Brian Gallagher called in. Councilman Stanford was present.

Public comment:

Erica Aarons, New Thought Media provided an update on the social media campaign with Stay Wild for Fall. Website impressions have reached 1.2 million in a short time. Web traffic, engagement and brand awareness are all gaining and surpassing benchmarks. The 4JH page has featured testimonials from community members positively impacted by the lodging tax. Please check out the 4JH Facebook page if you have not and lastly, NTM uploaded 470 photos to the free Libris library.

Julianne Thomas and Anne Bradley provided an update on the Wildly Creative campaign. The Tom Mangelsen Instagram takeover was the most successful to date with 80,000 impressions and garnering 530 new followers. Wildly Creative has a number of upcoming initiatives and an upcoming winter media fam trip. Jackson Hole Wild festival that was partially funded by lodging tax funds hosted filmmakers and screened films that were widely attended. The Voices of Wonder film festival hosted over 700 people.

Approval September 20, 2019 regular meeting minutes:

Joe Madera made a motion to approve the September 20, 2019 regular meeting minutes, seconded by Brooks there was no discussion, no public comment, motion carried.

Voucher Review and Approval:

Dombroski motioned to approve vouchers #2672-2686 in the amount of \$568,725.05. Valentino seconded, no discussion, no public comment, motion carried.

Treasurer's update:

Dombroski reported continued upward trend as the lodging tax collections for October, (representing August collections) are up \$85,000 and \$141,000 YOY for the TTB portion. YTD collections are up almost ½ million dollars, but March occupancies are looking low currently.

Rendezvous Events Fall Fam trip wrap-up:

Kristan Burba presented an overview of the Fall press trip. The event had a variety of brand sponsors, local sponsors and in-kind sponsors and hosted writers representing over 30 varied publications. The itinerary offered a variety of activities available during the fall including hiking/running, fly fishing, biking shopping and dining. This trip incorporated historical interpretation and presentation while in GTNP. The feedback was very positive from the writers and stories should follow shortly. Kristan indicated that the winter event would take place January

10-15,2020. Her second event will take place in the Fall of 2020, so TTB will roll over funds from this fiscal into next.

Special Events Committee Spring recommendation:

Mo Murphy, Events liaison provided an overview of the spring event recommendation. The special event committee recommended \$4,500 for community character, \$7,500 in sporting and \$88,000 for legacy events. Total recommendation for today is \$100,500. The Rendezvous Spring concert event will come before the full board in November. Brooks motioned to approved budgeted amount, seconded by Madera, there was no discussion or public comment, motion carried. Brooks presented a sample event agreement that has been updated by the committee and reviewed by legal counsel. Brooks motioned to approve agreement as presented, seconded by Madera, no discussion or public comment, motion carried.

Committee Updates –

Special Events –

see above

Marketing Committee-

Sollitt informed the group that the winter campaign is officially in market. Colle McVoy team will provide a recap of the fall campaign at the November meeting.

Matters from the Board & Consultant:

Board retreat is scheduled for January 10, 2020. Dombroski made motion to adjourn, seconded by Madera, meeting adjourned at 3:37p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board November 12, 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