

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Meeting Minutes  
November 8, 2018

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on November 8, 2018 at the Town council chambers, Jackson, WY.

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

The regular meeting was called to order at 3:00 p.m. by Chair Gallagher. A quorum was present with board members including; Willi Brooks, Crista Valentino, Brian Modena, Erik Dombroski and Alex Klein. Cory Carlson was present via phone.

**Public comment:**

Anne Bradley and Julianne Thomas, (Interim director, Center for Wonder), provided an update on the Wildly Creative campaign. Recently a press event was held in Jackson with the Susan Grant PR firm. They brought in three writers/influencer who will be doing social media posts and takeovers. They have received 90K likes on their post to date. They will have further results in December.

**Approval October 11, 2018 regular meeting minutes:**

Brooks made a motion to approve October 11, 2018 meeting minutes, seconded by Dombroski there was no discussion, motion carried.

**Voucher Review and Approval:**

Erik Dombroski motioned to approve vouchers #2501-2509 in amount of \$365,448.67 Klein seconded, no discussion, motion carried.

**Treasurer's update:**

Treasurer Drombroski provided a board update. Collections saw a small uptick in November. Lodging tax collections are up 3.86% YOY and in-line with the budget.

**Jackson Hole Mountain Resort Spring Rendezvous event, Action**

Bill Lewkowitz, JHMR and Peggy Wolfe from Highline productions presented a request for funding for the 2019 Spring Rendezvous event. Rendezvous is in its 6<sup>th</sup> year and is now considered a Legacy event. Similar to last year, there will be a show in town on Friday night and at the Village on Saturday. The mountain will also host a College Rendezvous the week prior with music being offered apres ski. There are 250,000 college students within our region to target. The dates of the Festival are March 8-17<sup>th</sup>. The Jackson Hole Chamber did a study a couple of years ago that showed the community received \$5.5 million in incremental revenue during the week of Rendezvous. Lodging and sales tax are trending up in March. This year's model will be free admission to all events. Last year the show was a success and with over 15,000 people with only one arrest. JHMR works closely with Sheriff and town to assure safety and transportation ease.

Questions from the board included; does the budget allow high level talent, who is being considered, will there be lodging packages, will college student prices still be discounted, (answer was yes, 40% off regular lift ticket price), will the talent draw from all over the country, will it be Michael Franti again, (answer was no). JHMR is requesting \$360,000. Klein made a motion to direct staff to work with county attorney and draft an agreement reflecting \$360,000 request to be approved at a later date. Dombroski seconded the motion, public comment included Edge Smith from Cen Res who indicated that the airline partners are ready to help market the event. Discussion included a thanks from Brian Gallagher, board chair who remarked that the event impacts the entire community including town businesses. Because Easter is so late this year, it is worthwhile to invest in March as we will miss that holiday during our season. Gallagher also remarked that JHMR should deliver on the talent as the board has made it loud and clear that this is key. Vote was taken, motioned carried.

#### 2018 Shift event recap:

Christian Beckwith, ED, Center for Jackson Hole presented a recap of the 2018 SHIFT event. The board will receive a full recap in December when all the surveys are completed. This year's SHIFT theme was Nature RX as more and more Americans migrate indoors and in front of screens and our nation is seeing chronic health issues. This year's SHIFT featured innovators, early adopters and thought leaders from around the country who are integrating time outdoors into our healthcare system and daily lives. The objectives were to showcase best practices, facilitate networking and develop outcomes. Christian reviewed past outcomes and the Emerging Leaders Program which took place the first week at the Teton Science school. The visitor impact showed lodging occupancies up 15% on Oct. 15-16 and 1% on October 17<sup>th</sup>. Early estimates put the ROI at 2.95 bringing in approximately \$295,000 additional revenue. This year's event brought in researchers, funders, and land managers, including Jon Jarvis. SHIFT is the first STROKE certified event in North America. Beckwith thanked board for support. Discussion included; how are fundraising efforts, to which Beckwith indicated they are ahead of schedule. Goal was to raise \$347,000 and now at \$360-400,000. Fundraising is showing progression. Attendance is similar as the focus changed this year to healthcare.

#### Committee Updates -

##### Special Events -

Crista Valentino will now join the events committee and Erik Dombroski will join the marketing committee.

##### Marketing committee -

Sollitt announced that the updated visitjacksonhole website is now live. Colle McVoy will present the fall campaign recap at the December meeting.

#### Matters from the Board & Consultant:

Board discussed the need to sit down with elected officials to define role of TTB. Board requested that Sollitt request a meeting in February with elected and stakeholders to review roles and priorities of all involved. Board discussed using

attorney's council as guidance as the board is all volunteer and they do not need to assume risk. It would be appreciated if town and county were on the same page as to their position on lodging tax spend within the confines of the law prior to February meeting. Sollitt will work with elected's to try to schedule February meeting. Dombroski recently attended a Board workshop with the Community Foundation and indicated he would share with board members. Sollitt encourage all board members to attend a Build better Boards workshop. Klein made a motion to adjourn, seconded by Valentino, meeting adjourned 4:32 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary,      Date

Approved by the Board December 13<sup>th</sup>, 2018 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Date

Brian Gallagher      , Chair

Brian Modena, Secretary,      Date