

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
January 9, 2020

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on January 9, 2020 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 p.m. by Chairman Gallagher. A quorum was established with board members attending including, Erik Dombroski, Willi Brooks, Joe Madera, Brian Modena, Crista Valentino, (called in), and Cory Carlson. Mark Barron, new board liaison from the county was present.

Public comment:

Frank Lane, JH Central Reservations provided a recap of the Fall referral numbers to visitjh. Between August 01 through October 31, 2019 Jackson Hole Central Reservations' website saw 2,448 sessions referred from the visitjacksonhole.com site. Of those visits JH CenRes realized 9 transactions for a total of \$3,902.83 in revenue. Frank also shared that JH Cen Res have added a \$100 off airfare incentive for Icon passholders, minimum 5 -night stay while still offering \$200 and \$300 off incentives. For the month of December referrals from visitjh to JH Cen Res are up 91%. Sarah Nicklaus provided a preview of the upcoming Rendezvous Press event. The event includes three days of enjoying winter activities in Teton County with 13 journalists and 7 brand sponsors.

Approval December 12, 2019 regular meeting minutes:

Willi Brooks made a motion to approve the December 12, 2019 regular meeting minutes, seconded by Madera there was no discussion, no public comment, motion carried.

Voucher Review and Approval:

Dombroski motioned to approve vouchers #2707-2719 in the amount of \$301,575.27 Modera seconded, no discussion, no public comment, motion carried.

Treasurer's update:

Dombroski reported collections for January were down but the collections are still ahead of budget and 7.2% ahead of last year.

Riverwind, Earthcheck certification update:

Tim O'Donahue presented a request for \$6,000 from this year's fiscal to pay the annual fee to Earthcheck to continue the certification process. O'Donahue reviewed three criteria need for next level certification. (This was presented in December). Gallagher motioned to approve \$6,000, seconded by Carlson, Madera asked if this has to be paid annually? O'Donahue indicated only if we are looking for a higher -level certification. A vote was taken, motion passed unanimously.

Committee Updates –

Special Events –

Willi Brooks hopes to hear from the JHMR soon on Friday night's act for Rendezvous.

Marketing Committee-

Erica Aarons, New Thought media reported that the social media campaign has provided the top two referrals for the booking widget. NTM recently completed the Wild Wild Woman Insta story and social posts for Kira Brysynski who was featured in the campaign video. NTM planning upcoming fat bike shoot and more ski footage. Cory Carlson indicated that his hotel is storing the Outdoor creative of the Chair lifts with signage. Asked all to come up with other local use options.

Matters from the Board & Consultant:

Board retreat is scheduled for January 10, 2020. Sollitt asked board members to please bring handbooks. Dombroski made motion to adjourn, seconded by Modena, meeting adjourned at 3:34 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board February 13, 2020 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair Date

Brian Modena, Secretary, Date