

Jackson Hole Travel and Tourism Joint Powers Board  
Regular Meeting Minutes  
February 13, 2020

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on February 13, 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 Vice-Chairman Carlson. A quorum was established with board members attending including, Willi Brooks, Brian Modena, Crista Valentino, Brian Gallagher and Joe Madera called in. Erik Dombroski was absent. County Attorney Keith Gingery was present.

**Public comment:**

Anne Bradley provided an update on the Wildly Creative campaign and introduced Jennifer Striegel as her temporary fill-in as Anne is leaving the position of Marketing Director, Center for Arts. Bradley provided an update on the Instagram artist takeover campaign, town square takeover and Press Fam trips. The campaign has garnered 441 new followers on Instagram, 14 artist takeovers, 5 *Buckrail* stories and 3,000 paid searches driving over 41,000 impressions with a 7.8% CTR. Wildly Creative would like to come before the board in April for next year's funding request. Sarah Nicklaus provide a recap of the recent Rendezvous Press event here in Jackson. They brought writers representing over 40 publications. They offered a good mix of activities and dining and received very positive feedback from the journalists. Sarah thanked the board for their support. Frank Lane provided an update on the CenRes fulfillments. Visitation to site is up significantly over last year as are referrals, although they are down from the JHMR site. Frank is working with Tempest and Colle McVoy to get a better handle on conversions. CenRes's goal is to increase awareness of air credit via trade shows and Press events.

**Approval January 9, 2020 regular meeting minutes:**

Willi Brooks made a motion to approve the January 9, 2020 regular meeting minutes and January 10, 2020 board retreat minutes, seconded by Modena there was no discussion, no public comment, motion carried.

**Voucher Review and Approval:**

Modena motioned to approve vouchers #2720-2736 in the amount of \$102,871.80  
Brooks seconded, no discussion, no public comment, motion carried.

**Treasurer's update:**

Sollitt reported February collection (December 2019 tax) up year over year \$26,979 from 2018 and \$13,383 from budget. Up 7.67% to budget year to date and if we continue this trend we will collect an additional \$429K over projected collection for fiscal year. In a good spot with snowfall helping destination recover for winter season.

**SHIFT trademark agreement transfer:**

Sollitt presented legal agreement to transfer SHIFT trademarked name to Center of Jackson Hole. Discussion included, is this the name only, (yes), does this indemnify board in future, (yes). Next

steps are to file transfer through Secretary of State. Modena motioned to adopt agreement as presented, seconded by Brooks, vote was taken, motion passed unanimously.

**Friends of Bridger Teton National Forest, Conservation and Recreation Symposium:**

Sarah Walker, Friends of BTNF provided background on the organization, 501c3 which focuses on recreation and access where the need is greatest. BTNF lost 68% of budget and 9 staffers. Friends of BTNF is hosting a conservation and recreation symposium which is a small piece of a larger multi-collaborative effort to address how wildlife and recreation co-exist in Teton County. Symposium is opportunity for partner to share input and create language. Request is to fund marketing efforts of the symposium. This messaging can then be used by wildlife guiding companies and the TTB. Carlson motioned to approve the \$3,000 funding request for marketing event, seconded by Valentino, discussion included timing must happen prior to May 31<sup>st</sup>, this opportunity aligns with mission and vision of the board. Vote taken, motion carries unanimously.

**Committee Updates –  
Special Events –**

Murphy indicated that tomorrow, 2/14 is deadline for event applications. Currently only 11 have applied but sure more to come.

**Marketing Committee-**

Erica Aarons, New Thought media reported that the social media campaign. Paid social #2 driver, 7.8 million impressions, strong results, snowfall strong driver. Sollitt updated board on spring campaign efforts that will focus on events this year. Spring campaign will launch early March through mid- May.

**Matters from the Board & Consultant:**

Brooks made motion to adjourn, seconded by Modena, meeting adjourned at 4:02 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary,      Date

Approved by the Board March 12, 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

