

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
June 11, 2020

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on June 11, 2020, via Zoom conference, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The meeting of the JHTTB was called to order at 3:01p.m. by Chairman Gallagher. A quorum was established with all board members attending via Zoom including, Willi Brooks, Crista Valentino, Cory Carlson, Joe Madera, Erik Dombroski and Brian Modena. Attorney Gingery and Commissioner Barron were present. Several members from the public attended via phone.

Public comment:

Anna Olson provided an update on 22Local. \$40,000 has been invested so far with 72 businesses, average spent is \$300. More businesses are joining.

Approval of May 14, 2020 regular minutes,

Crista Valentino motioned to approve the May 14, 2020 meeting minutes, seconded by Madera, no discussion or comment, motion carried.

Vouchers for review and approval- Action item

Treasurer Dombroski motioned to approve Vouchers #2785-2791 for \$105,389.24, seconded by Brooks, there was no public comment, motioned carried.

Treasurer's Update:

Treasurer Dombroski provided an update. June collections, (from April), came in \$31,000 below last year but 33% higher than projections. Could reflect long term stays, i.e. construction crews. End of year ended slightly over projections.

Travel Story update on past funding:

Story Clark presented an overview of the Pilot program that the JHTTB partially funded. The program included adding cultural and safety tips in Mandarin for the Chinese visitors. The focus was on the off-season traveler. Learnings included: bus tours downloaded at same rate as private tours, many Chinese visitors stay in West Yellowstone. Phase 2 will include e-coupons or QR codes. Adding enhanced local tracing and Streetview into app. Questions included; will the Chinese visitor invest more? Any takeaway on traveler behavior? Only 600 used the tour based on 550,000 traveling here. Bus trips were shut down based on violations and current trade wars. Visas drastically reduced. Currently Chinese tour groups are suspended.

Wildly Creative campaign recap and funding request:

Jennifer Striegel presented the recap from FY'20. WC board members present included Babs Case and Veronica Silberberg. Highlights included; PR shutdown due to pandemic, Total 3,800 followers and total organic impression of 375,000 with average engagement rate of 7%. Going forward Wildly Creative in partnership with Center for Wonder and Dancer's Workshop plans to expand awareness of arts as cultural tourism represents 81% of all travelers. The goal is to attract through visual arts, performing arts and crafts. Performing arts will be via Podcasts, Visual will

include a virtual collective and Crafts will be a Daily artisan feature. Partners include GT Music Festival and National Museum of Wildlife Art, concierges and Parks. Funding request is all paid media. Questions included: small following after \$300,000 overall investment by TTB in past three years, who handles transition, what support will one person have in managing this program. Veronica Silberberg indicated partners plan to contribute, (NMWA, GTMF). Modena motioned to approve \$40,000 with ¼ budget allocated towards production or option to go towards paid media, seconded by Carlson, motion carries. Board acknowledge that this is important for community and visitors and they look forward to the programs.

Committee Update:

Special Events: Mo Murphy indicated her last day is June 26,2020. She is the new county clerk. Mo introduced Britney Magleby as her replacement. Mo also indicated that the events committee is fielding many questions regarding the new Community Marketing stimulus grant program. Willi Brooks thanked Mo for her service. Willi reported that the events committee has met several times to review Community event funding and since the budget has been reduced by over half, the committee's strategy that they deemed most sensible is one of supporting events that will have the largest overnight destination visitors, that will support multiple facets of the business community and also keep in mind the public safety of our community. Due to uncertain times, this strategy will not impact events in the future, but is the immediate focus. Committee will present a recommendation at the July meeting so they have more time to analyze incoming collections. Valentino thanked committee community members Anne Bradley and Kristan Clark Burba. Gallagher suggested taking out JHMR funding and bringing to full board. Board Chair, Treasurer and ED will evaluate collections and potentially add more funds based on tax collections. Madera indicated that committee went back to events to request revised proposals and they came down by 18%. He thanked all for adjusting their requests.

Marketing: Sollitt updated board on Responsibly Wild Campaign. 3 c's posters are in market, intern hand delivered over 110 to businesses around town. 3c's videos are in production, the data analytics team is monitoring visitation with Placer ai and occupancies to determine when or if the board will do a destination relaunch drive marketing campaign. Currently, all messaging is focused on safety and tourism management, not promotion.

Matters from the Board & Consultant:

Madera motioned to adjourn, seconded by Valentino meeting adjourned at 4:45 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board July 9, 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