

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
July 11, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on July 11, 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 3:00 p.m. by Chair Gallagher. A quorum was called with board members present including Brian Modena, Erik Dombroski, Willi Brooks, newly appointed member Joe Madera, Cory Carlson via phone and Crista Valentino was absent.

Public comment:

Anne Bradley, Marketing Director, Center for Arts, and Julianne Thomas, Center for Wonder provided an update on their PR initiatives funded by the JHTTB. They are continuing their social media campaign which is gaining traction. They've shared video on YouTube which generated 167,000 views and 611,000 impressions. Looking forward initiatives include: PR in Travel & Leisure, and AFAR, a golden takeover with Instagram, pop-up activities on the square to engage visitors and a Fam trip in early September that aligns with falls arts festival.

Jennifer Tennican, Producer of film Heart of Glass, provided a bit of background on the recently produced film documenting the creation of Vertical Harvest and informed the board that she would come before the board in August for a funding request.

Officer Slate:

Willi Brooks made a motion to approve the slate of officers for the JHTTB. Slate included: Chair, Brian Gallagher, Vice-Chair, Cory Carlson, Treasurer, Erik Dombroski, Secretary, Brian Modena. Motion seconded by Dombroski, vote taken, motion carried unanimously.

Approval June 13, 2019 regular meeting minutes:

Willi Brooks made a motion to approve the June 13, 2019 regular meeting minutes, seconded by Modena, there was no discussion, motion carried. Madera abstained from the vote.

Voucher Review and Approval:

Dombroski motioned to approve vouchers #2629-2652 in amount of \$524,965.32 Brooks seconded, no discussion, motion carried. Madera abstained from the vote.

Treasurer's update:

Dombroski reported a slow-down in collections this month as a result of lower April occupancies. Collections are still ahead \$286,000 over last year's budget.

Contract Agreement with Central Reservations:

Sollitt, Executive Director indicated that based on board direction, she and county attorney drafted the contact agreement with Central Reservations for fulfillment. Modena motioned to approve the contract as presented, seconded by Carlson, vote taken, motion carried. Madera asked what had changed if anything from previous agreement. Sollitt indicated that board discussed more transparency in reporting and frequent updates from Central Reservations.

Teton Backcountry Alliance:

Gary Kofinas and Tom Turiano presented an overview of the Teton Backcountry Alliance's mission and goals for maintaining Teton Pass access and etiquette. They formed a steering committee of 7 members. TBA promotes sustainable, responsible back country use for all users, and are fiscally sponsored by the Teewinot company. They've convened two public meetings, raised awareness through media attention, have explored big horn sheep and wildlife in the backcountry.

They are partnering with Stio on an upcoming film, Faces of Teton Pass. They are working to increase safe/responsible use on the pass. TBA completed a survey in the spring and 20% of non-locals completed survey. They'd like to expand ambassador program and develop a web-based resource for information, expand ambassador program, create signage, implement some changes including possible voluntary closures and develop a code of ethics. TBA will come back to the board in August for a funding request between \$10-\$20,000 depending on which initiatives are consistent with mission.

Modena commented that he is a big fan of the TBA's efforts but the TTB's involvement would be limited as funds allocated are towards marketing only and JHTTB has strict requirements. Additionally the JHTTB has purposely avoided promoting backcountry skiing and doesn't want to drive more traffic into the backcountry. Brooks suggested a meeting with some board members to gain a better understanding of the what the board can/can't fund.

Chamber of Commerce Visitor Services sustainability messaging.

Rick Howe, Visitor Services Director and Justin Walters, lead visitor service agent provided a thorough overview of how sustainable initiatives are weaved into all of the Chamber messaging including: the Keep JH Wild messaging created by the JHTTB, messaging in their Explorer guide, messaging to stagger crowds throughout the day and direct visitors to areas less congested, suggesting visits during the shoulder season, incorporating ReduceReUseRecycle into all messaging, and many more initiatives and conversations with the guests to further our sustainability initiatives.

Sustainability Certification process update with EarthCheck, Tim O'Donahue.

Tim O'Donahue providing an update on the EarthCheck Sustainable Destination certification process that the JHTTB funded. Jackson would be the first destination in the U.S. to receive this certification. This certification helps consumers and media identify sustainable destinations. O'Donahue outlined the path to sustainability and key performance areas for evaluation. The report

should be completed in the Fall of 2019. O'Donahue offered a pre-assessment and anticipated audit checks from Earthcheck. He anticipates a bronze or conditional certification. Questions and discussion from the board included: what are the uses of the certification, how is this being shared with electeds', are they in support. O'Donahue indicated that other destinations have used this to attract clientele who are aligned in values with sustainable destinations.

Committee Updates -

Special Events -

Mo Murphy, Special events liaison indicated that she is working with our CPA to account for all outstanding event funding that needs to be rolled over to next fiscal.

Marketing Committee-

Sollitt reminded board that the marketing committee will begin weekly meetings soon in preparation of fall and winter campaign launches.

Matters from the Board & Consultant:

Board Chair Gallagher welcomed the newest board member Joe Madera. Sollitt updated the board members handbooks. Brooks made a motion to adjourn, seconded by Modena, meeting adjourned 4:09 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board August 8, 2019 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Date

Brian Gallagher , Chair

Brian Modena, Secretary, Date