

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
November 12, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on November 12, 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 9:00 a.m. by Chairman Gallagher. A quorum was established with board members attending including, Cory Carlson, Erik Dombroski, Willi Brooks, Joe Madera, and Brian Modena. Crista Valentino was absent.

Public comment:

There was none.

Approval October 10, 2019 regular meeting minutes:

Willi Brooks made a motion to approve the October 10, 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 #2687-2698 in the amount of \$373,131.73 Madera seconded, no discussion, no public comment, motion carried.

Treasurer's update:

Dombroski reported collections for November were unusually high, up 24%. Dombroski and Sollitt reached out to the country Treasurer who agreed but had no explanation for significant increase. This recent collection puts the TTB's portion of collection 13% ahead of budget. This pace is not likely to continue.

SHIFTJH:

Christian Beckwith, ED, Center for Jackson Hole provide a recap on the recent SHIFT festival. The event took place October 16-18th with the theme "Business case for Nature as Medicine". This idea was inspired from John Jarvis's past participation in SHIFT in which he pointed out that public health is a strong argument for nature. This was a difficult year for SHIFT as a result of "Won't take SHIFT anymore" and fundraising and ticket sales were down. Beckwith commended the JHTTB for its integrity, courage, commitment to doing diligence, and ultimate decision to remain in support of SHIFT. The outcomes from this year's SHIFT were very strong despite the setbacks. Alltrails is doubling down on support, Walmart committed to creating pocket parks on its properties to get people outside and SHIFT obtained a powerful ally in new board member Mickey Fearn, formerly with the National Parks Services. Due to success of outcomes, Beckwith recommitted to steering the SHIFT festival as Executive Director. Beckwith would like to present an exit strategy for SHIFT from the JHTTB going forward as the JHTTB owns the name SHIFT.

Stay Wild Fall Campaign recap:

Kerry Moore, Media Director, Colle McVoy presented the recap for the fall campaign:

The purpose of the campaign is to inspire, engage and drive traffic. This fall we shifted to quality engagement vs. quantity so our unique new visitors declined but our booking widget click- thrus

were up 214%. Dallas was a new market addition this fall and performed really well. The winter pre-party and call of the wild creative executions performed the best. We also put more emphasis/spending into social and engagement rates far exceeding benchmarks. New Thought media has added over 450 images to the Libris photoshelter library.

Purple/Orange press trip recaps:

Chris Dickey, owner Purple orange presented a recap of his two recent press trips. The first was a trail running fam trip and the second was camping/kayaking in the Park. Both trips were hindered by snow, but the group was still able to participate in planned activities, they were just shortened. In total 8 writers came to Jackson and Chris anticipates upcoming coverage in *Backpacker*, *Gear Junkie*, and *Kayaker*.

Jackson Hole Mountain Resort Rendezvous Festival Event:

Tyler Lamott, Chief Brand officer, JHMR presented a recap of last year's Spring Rendezvous concert and an overview of what's planned for this Spring 2020 event on March 27-29th. This upcoming Rendezvous will be the 7th year in production and they'd like to build on the success as it is a revenue driver for the community. The biggest change is the event has been pushed back to the end of March to extend the winter season where occupancies are traditionally lower and will stagger the event with other community events like the Hill Climb and Pole Pedal Paddle. There will still be an event on the Town Square Friday night and a headliner act at the village Saturday night. Local bands will perform Sunday too at JHMR. There will not be a college week component of the event this year. The funding request is the same amount as last year, \$360,000. Discussion included, level of talent, dropping college focus because of multi-resort pass offerings and more focus on family, appreciation for pushing the event back which can be challenging to build demand, keeping events committee apprised of progress with band. Carlson motioned to approve \$360,000 for 2020 Rendezvous event and direct staff and attorney to draft an agreement, seconded by Modena, there was no public comment or discussion. Vote was taken, motion carried. Dombroski motioned to allocate \$60,000 from reserves to cover request, Modena seconded, motion carried.

Committee Updates –

Special Events –

Mo Murphy will be missing December meeting but is working on updating application and guidelines for FY'21 event funding.

Marketing Committee-

Sollitt shared the annual report which is completed and in market. Sollitt also shared the Wild Wild Woman anthem video which is in market in the digital plan, on the website and being shared on social channels.

Matters from the Board & Consultant:

Board retreat is scheduled for January 10, 2020. Board discussed the potential for a destination/tourism management plan to be included in retreat agenda. Dombroski made motion to adjourn, seconded by Madera, meeting adjourned at 10:28 a.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary,

Date

Approved by the Board December 12, 2019 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair

Date

Brian Modena, Secretary,

Date