

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
March 11,2021

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on March 11, 2021 via Zoom conference, in Jackson, WY.

Call to Order/Pronouncement of Quorum:

The meeting of the JHHTB was called to order at 3:04 pm MST by Chair Brian Gallagher. A quorum was established with board members attending via Zoom including Willi Brooks, Brian Modena, Joe Madera, and Crista Valentino. Erik Dombroski and Cory Carlson were absent. Commissioner Barron and Attorney Gingery joined the meeting.

Public Comment:

Monay Olson, Owner, Blue Shine Group supported the continuation of the Riverwind foundation obtaining sustainability certification to better understand the process, and in support of a contract to develop a management plan with a formed committee to represent different constituents.

Approval of February 11, 2021 regular meeting minutes and February 19, 2021, Action Item:

Brooks made a motion to approve the February 11, 2021 regular meeting minutes as presented. Modena seconded the motion. There was no discussion or public comment. The motion passed unanimously. Joe Madera motioned to pass the February 21,2021 board retreat minutes, seconded by Brooks, there was no public comment or discussion, motion carried.

Vouchers for Review and Approval - Action Item:

Gallagher made a motion to approve voucher #2886-2899 in the amount of \$193,573.80. The motion was seconded by Madera, there was no discussion nor public comment. Vote was taken, motion passes 5-0.

Treasurer's Update:

Sollitt updated board that March collections, representing January were over \$19,763 vs. last year or up 7%.

JH Airline Rendezvous Event. Kari Cooper, ED, JH Air requested funding support for the upcoming Fall Rendezvous Airline event. Event brings in representatives from around the state and supports airline partners. Mark Barron commented that it's good to support airline partners during difficult times. Madera commented on the value of having other airport partners from across the state. Madera motioned to approve \$5,000 funding from FY'22 budget, seconded by Modena, motion passes 5-0.

Riverwind Foundation, Destination Certification:

Tim O'Donahue, Riverwind outlined the goals and objectives of obtaining a Destination certification and the process thus far with Earthcheck. Riverwind requested \$18,000 to continue the process which includes benchmarking data, and an audit. Discussion included past audit, Silver certification, which is only one in North America, identifying short falls and fixing. Gallagher motioned to approve \$18,000 for continued certification out of FY'22 budget, seconded by Valentino. Discussion included, how to take to market, will be included in DMP review. Public comment included Rani Carr, GM Anvil and Jason Williams, Owner JH Wildlife Safaris who are both in support of the work. Vote was taken, motion passed 5-0.

Destination Management plan, RFP.

Valentino and Sollitt presented an RFP that they created with the input of Tim O'Donahue and Anna Olson. Valentino discussed the phases and indicated that the findings from phase one would inform phases two and three. Modena suggested a selection committee with stakeholder groups. Modena motioned to direct staff to release the RFP with two date modifications, seconded by Madera, comment included Anna Olson, CEO chamber voicing full support and assistance. A vote was taken, motion carried.

Committee Updates:

Special Events: Carter Westfall provided the board with a recap of the Natural Selection event that the board funded in February. The events social channels garnered 1.5 million unique viewers with 2.6 million in total engagement. Discussed success of speaker events at the Center for the Arts with Shawn White. Brooks commented on how it was the sports event to watch. Baldface and Tortillo events will feature Jackson highlights. Brooks updated board on event committee. Chris Hansen retired and will be replaced with Jr. Rodrigues.

Marketing committee:

Colle McVoy team is reaching out to agency partners to learn about communication needs in anticipation of a very busy summer. Agency will work on creating assets around KBYG, plan ahead, management and sustainability.

Matters from the Board & Consultant:

Chair Gallagher directed staff to send out a doodle poll to discuss DMO formation ideally before spring break. Madera asked status of CenRes and Gallagher said he has had a discussion but is still awaiting a proposal from Cen Res. Gallagher motioned to adjourn, seconded by Modena meeting adjourned 4:12 p.m. Adjourned.

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board April 15, 2021 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair Date

Brian Modena, Secretary, Date