

**Jackson Hole Travel and Tourism Joint Powers Board**  
**Regular Meeting Minutes**  
**May 13, 2021**

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on May 13, 2021 via Zoom conference, in Jackson, WY.

**Call to Order/Pronouncement of Quorum:**

The meeting of the JHHTB was called to order at 3:00 pm MST by Chair Brian Gallagher. A quorum was established with all board members attending via Zoom including Willi Brooks, Brian Modena, Joe Madera, Crista Valentino, Erik Dombroski and Cory Carlson. Commissioner Barron, councilor Jorgenson and Attorney Gingery joined the meeting.

**Public Comment:**

Erin Roy, ED, Dancer's Workshop provide a recap of the Wildly Creative campaign executed in FY'21 with the funding from JHTTB. Media included the N&G, JH Chamber, local radio and social media with messaging highlighting eight artists across all mediums and art events. Campaign netted 600 new Instagram followers, featured 7 super hosts, receive 120K plus impressions and received 3K paid search clicks. Wildly Creative plans to come back to board in July for FY'22 funding to include a paid media firm.

**April 15, 2021 regular meeting minutes:**

Willi Brooks motioned to approve the April 15, 2021 minutes as presented seconded by Valentino, no public comment, motioned passed unanimously.

**Vouchers for Review:**

Treasurer Dombroski motioned to approve vouchers 2918-2928 for \$281,313.37, seconded by Brooks, there was no discussion or comment, motion carried.

**Treasurer's update:**

Treasurer Dombroski updated the board on collections. May, (representing March), collections were up \$57,000 vs. last year and made up for last month's lower collections. The board is in a good position. Dombroski then reviewed the budget with the board. Discussion included factoring in reduced income due to airport closure next April, summer budget for management/education campaign, reserves maybe too large, funneling more reserves into large event fund. Dombroski motioned to adopt revised budget with an additional \$150K to large events increasing total spend to \$6,610,528 and having an expenditure over revenue amount of \$1,786,016.00, with anticipated final reserves at \$2,357,393, seconded by Madera. There was no public comment, vote taken, motion approved.

**Executive Director RFP:**

Board reviewed the proposed ED RFP as a contract employee. Attorney Gingery updated board on timing of request to change the Establishment agreement to allow the TTB to have employees. Due to tight timeline discussion included having RFP issued as is and transition to employee if Town and County allow this. Discussion included concern of having a contract employee with IRS rules, not being able to attract talent for short contract. Board's discussed the option of setting up a separate organization and house employee under TTB and set up own pay structure, benefits, etc. so as not to have to reduce pay to align with town and county pay matrixes. This is a viable option but Attorney would prefer the town and county weigh in on this. Modena expressed disappointment with the value that tourism offers to the community and

lack of better channel available to the board to have the ability to hire an employee as this position is not appropriate for a contract employee especially with a \$6 million budget with no staff and an all -volunteer board. Additionally, the board is paying for overlap to pass along institutional knowledge for a contract position that could end in a year. Board reviewed SOW, made adjustments to dates and motioned for a vote. Carlson motioned to approve and release the RFP with adjustments, seconded by Gallagher, vote taken, motion passed 6-1 with Modena voting against.

#### Colle McVoy contract extension:

Attorney Gingery presented the 4<sup>th</sup> amendment to extend the CM contract for one additional year. Contract now expires May 31<sup>st</sup>, 2022. Gallagher motioned to approve amendment, seconded by Dombroski. Public comment included Commissioner Barron's questions about financial impact and other companies available. Chair responded that there are other companies out there but board doesn't have capacity at this moment to issue an RFP with the current ED RFP in market and no staff, plus board is in the middle of executing a summer KBYG campaign. Modena agreed that an RFP does need to happen and will most likely happen in January, but need new ED in place to begin this process and onboard new agency. Vote was taken, motion passed 7-0.

#### Colle McVoy winter recap.

Kerry Moore shared winter media recap that included several objectives including inspiring visitation and championing the diversity of epic activities in destination with Covid rules in place at the resorts. Highlighted activities that offer natural ability to social distance. Messaging also included Know before you go to manage expectations. Objective #1, push marketing was pulled pretty quickly based on Covid cases and message shifted to safety and KBYG. Moore displayed elements of the safety campaign, and elements of the push campaign. Safety included digital, blogs and influencer content. Push campaign included an airport display, content partnership with Culture Trip, video, paid search and influencers.

#### Nordic Alliance funding request FY'22:

Nancy Leon, Nordic Alliance presented a recap of last year's visitation, stats and activities. Goals were to increase awareness, provide information and educate the visitor on responsible recreation. Website page views increased 84%. Trail usage was up 20-50%, rental and retail sales were up 200%, kids and master events were up significantly, and Turpin Meadows lodge was sold out for the season. Next year, the Alliance is requesting an increased budget to support a marketing assistant. Ms. Leone identified all the marketing channels which included, print, social, maps, print ads, ambassadors and website. Chair Gallagher made a motion to approve the request of \$52,000 from FY'22 budget from marketing partners bucket, seconded by Brooks, comment included appreciation for the hard work of Ms. Leon and the alliance. Vote was taken, motioned passed unanimously.

#### Friends of Bridger Teton National Forest:

Scott Koshiba, ED, FOBT requested the board revisit a request for a symposium that had been approved for last Spring but was cancelled due to Covid. The event brings together experts in the field of Recreation and Wildlife interaction. The event will be a hybrid event hosted at the Center for the Arts and online. The request was for \$3,000. Dombroski motioned to approve the amount of \$3,500 to cover costs for the event, to come from FY'21 events bucket which has funds remaining. This was seconded by Gallagher, there was no public comment. Vote was taken, motion passed unanimously.

**Visitor PSA re: Covid:** This item was pulled from the agenda at the request of Anna Olson due to changing Covid safety requirements.

**Committee Updates:**

**Special Events:** Willi Brooks presented an overview of the event applications for FY'22. Applications were up 22% and funding requests increased by 53%. Although the event committee has reviewed all the applications, today's recommendation is just for the fall, 2021 and winter 2022 events. Brooks motioned to approve the outlined events in the amount of \$158,850, seconded by Madera. Discussion included: incentive for eco-friendly events, yes, this was factored, ability to pull off the event with small grants, SHIFT did not receive funds as the committee felt it was time to take a year off, and the committee can gauge how the new management executes the event. Vote was taken, motioned carried unanimously.

**Marketing committee:**

See above winter recap.

**DMMO discussion:**

No update at this time.

**Matters from the Board & Consultant**

Gallagher reported great participation so far in the Destination management plan RFP process. Madera asked who the selection committee is for ED hire, which is the entire TTB board. Board would like meetings to go back in person but town has not responded to assisting with IT to incorporate both in-person and Zoom. Modena commented on Jonathan Schechter's 22 in 21 symposium on tourism and suggested we try to engage folks from the event to participate in the Destination Management plan. Board applications are open for two open board positions due May 26<sup>th</sup>, 2021.

Gallagher thanked all including commissioner Barron and councilman Jorgenson for participating in the discussion. Gallagher motioned to adjourn, seconded by Madera, meeting adjourned 5:04 p.m.

Adjourned.

Respectfully Submitted:

Brian Modena, Secretary,      Date

Approved by the Board June 10, 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