

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
September 20, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on September 20, 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 9:04 a.m. by Chair Gallagher. A quorum was established with board members attending including, Erik Dombroski, Willi Brooks, Joe Madera, Cory Carlson and Crista Valentino. Brian Modena was absent for the first time in 5 years. Councilman Stanford was present along with Attorney Graham.

Public comment:

Patty Gierau introduced herself and her travel agent status and updated the board that she provides small concierge service for Brazilian customers. Her company is IATA accredited. She indicated that she is here to offer help and knowledge of the Brazilian market.

Approval August 8, 2019 regular meeting minutes:

Willi Brooks made a motion to approve the August 8, 2019 regular meeting minutes, seconded by Madera, there was no discussion, motion carried.

Voucher Review and Approval:

Dombroski motioned to approve vouchers #2664-2671 in amount of \$426,907.35. Carlson seconded, no discussion, motion carried.

Treasurer's update:

Dombroski reported good news as the lodging tax collections for September, (representing July collections) are up \$50,000 even though occupancies were down slightly for July. If this trend continues the tax collections will be up overall by 4%.

SHE Corp contract:

Attorney John Graham presented the standards for a contract extension vs. sole sourcing and creating a new contract for SHE corp. to continue as Executive Director Consultant for the JHTTB. Extending contract would not work if board wanted to provide a cost of living increase. Sole sourcing requires three primary justifications which were made and included: 1) lack of capacity to conduct an RFP at this time, 2) lack of time to transfer institutional knowledge should the contractor decide not to respond and 3) uncertainty of potential future term of RFP. Reasons to recommend SHE corp. include: previously awarded contract through the competitive RFP process with only a minor adjustment for cost of living, expertise, pleased with work and local knowledge of SHE Corp. and continuity of staff for continuing projects and eventual transfer of institutional knowledge. Gallagher motioned to approve sole sourcing the contract of Executive Director to SHE Corp for the reasons stated above, and approving the one year contract as presented, seconded by Valentino. Discussion included, conducting an RFP in May for potential replacement, having overlap in order to provide a smooth transition and allow transfer of institutional knowledge. The 3% cost of living increase is nominal considering this is over 3 years and the cost of living in Jackson has increased significantly, having a three month overlap of Executive Director is OK and

preferred if necessary. Vote was taken, motion carried unanimously. There was no public comment.

JHMR early season Dallas marketing effort:

Ned Wonson presented a plan to target the Dallas market for direct flights per the request of the board at the previous meeting. Wonson illustrated the potential in Dallas as it is largest skier population in the US and we now have direct flights from Dallas to Jackson. Jackson is underrepresented in the market. Wonson presented a combination of Out of Home, Print in the *Dallas Morning News* and Digital. The request was for \$30,000 to support this marketing effort. Discussion included, is this a coop, (which it isn't), obtain tracking results, this will supplement TTB's current efforts in Dallas, people who fly in are typically bigger spenders. Carlson made motion to approve the early season Dallas promotion from Oct-December 4th in the amount of \$30,000, seconded by Dombroski. Councilman Stanford commented that he thought this was a public subsidy for a private business that is going gangbusters and already over capacity. Wonson added that this effort is specifically targeting skiers who ultimately benefit the entire community as they spend money throughout the destination. Discussion included sending the visitor to the destination site of vistjacksonhole vs. jacksonhole.com. Motion was amended to include approval of the request as presented but direct traffic to visitjacksonhole.com. Vote was taken, motion carried unanimously.

Committee Updates –

Special Events –

Maureen Murphy, events liaison indicated the events committee is meeting September 30th to review spring events that and bring before the full board at the October meeting.

Marketing Committee-

Sollitt informed the board that the Tag Responsibly campaign has won **two** Jay Chiat awards which is one of the most prestige awards in the industry. The Colle McVoy team thanked the board for their partnership. The Fall campaign is now complete and out of market. The agency produced Oculus goggles for the destination sales team to take on the road to promote Jackson Hole. The marketing committee hired a local firm, CurveJump to conduct local focus groups on the new anthem video for the winter campaign. From the findings the agency redirected the spot and is working on a new version. Marketing committee finalized the *Food & Wine* advertorial for the November issue. Winter campaign slated to launch early October.

Matters from the Board & Consultant:

Board retreat is scheduled for January 10, 2020. November meeting will be moved to Tuesday, November 12th due to travel schedules. Dombroski made motion to adjourn, seconded by Madera, meeting adjourned at 10:04 a.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary,

Date

Approved by the Board October 10, 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