

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
February 14, 2019

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on February 14, 2019 at the Town council chambers, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The regular meeting was called to order at 3:05 p.m. by Vice-Chair Carlson. A quorum was present with board members including; Willi Brooks, Brian Modena, and Erik Dombroski. Alex Klein, Brian Gallagher and Crista Valentino attended via phone. Also attending were Commissioner Mark Barron, Commissioner Epstein and Councilman Stanford.

Public comment:

Tim O'Donahue, founder, Riverwind foundation updated the board on the Earthcheck Destination Certificate program. An initial kick-off meeting with stakeholders is scheduled in March. Crista Valentino will represent the JHTTB board for this meeting. Commissioner Barron commented on the Sustainable Destination Management plan and indicated that the commissioners have no opinion or position on this topic as it pertains to our budget.

Approval January 10, 2019 regular meeting minutes and January 25, 2019 board retreat minutes:

Brian Modena made a motion to approve both January 10th regular meeting minutes and January 25th board retreat minutes, seconded by Brooks, there was no discussion, motion carried.

Voucher Review and Approval:

Dombroski motioned to approve vouchers #2540-2561 in amount of \$210,092.32. Modena seconded, no discussion, motion carried.

Treasurer's update:

Dombroski reported that lodging tax collections were down \$23,000 YOY and \$27,000 for the month of February, representing December occupancies. This is something we anticipated. The budget is still in good shape and we should finish the fiscal with a surplus of lodging tax funds collected.

Joint Powers Board Liaison letter re: Sustainable Management Plan:

Alex Klein presented a drafted letter to the Joint Powers board stating the position of the JHTTB regarding a Sustainable Management plan. The letter is a result of discussions at the recent retreat where the JHTTB wanted to get out in front of these discussions and be proactive on this subject. Last year the JHTTB was directed to do more in the sustainability space. The board wants to make sure it is in alignment on not only this subject but how the board operates in general. The letter outlines what the JHTTB can fund within the confines of legal advice and as it aligns with the mission and vision of the board. Erik Dombroski motioned to approve the letter as presented, seconded by Brooks. Discussion included; clarification from Commissioner Barron on exactly what he presented, comfortable moving forward, goal is for JHTTB to support but not take the lead. Commissioner Epstein made public comment that this is not a unilateral decision and letter should be addressed to full JIM members. Dombroski amended motion to change the addressee's to full boards vs. just liaisons. Vote taken, motion passed unanimously.

SHIFTJH FY'20 funding request:

Christian Beckwith presented on behalf of Center for Jackson Hole and SHIFT. He provided a brief overview of SHIFT 2018 that included ROI, 4:1, 1064 room nights, 477 attendees and economic impact of \$426,000. Shift is the first event in country to be STOKED certified. Shift will occur October 16-18, 2019 with the theme, "SHIFT Rx: The Health Benefits of Outdoor Recreation". Beckwith presented an aggressive increase in attendance and ROI based on continuing this theme. Beckwith requested between \$85,000-\$100,000 in funds from the JHTTB. Discussion included costs for STOKE Certification, where funds would come from as board budgeted \$70,000, time to wean funding a bit, other healthcare sponsors contributing. Brooks motioned to approve funding at \$85,000 from FY'20 budget, seconded by Dombroski, vote taken motioned carried 6 in favor, Modena recused, motion carried.

Spring New markets initiative, JH Air:

This item was tabled to a later date.

Event Guidelines, new language regarding sustainability practices.

The event committee presented additional language to the event guidelines providing references and suggestions on how to produce a more sustainable event with the goal of zero waste. Modena motioned to approve new language as presented, seconded by Brooks. Public comment included Councilor Stanford expressing his disappointment that this was not mandatory. Brooks responded that the Attorney General opinion and current legal council restricts use of funds to marketing expenses only and therefore the JHTTB can't make this mandatory. Vote taken, motion approved unanimously.

Committee Updates –

Special Events –

Mo Murphy, Special event liaison reported that the event sponsorship applications for next fall and winter were due tomorrow at 5 p.m.

Marketing Committee-

Sollitt updated the board on marketing. The Marketing committee is conducting a marketing workshop next week with the ad agency and all marketing partners to review winter results to date and plan strategy for next year. Marketing committee is also planning Spring promotion. Board agreed to reduce spring budget overall as there are less activities and we do not want spill over into summer.

Public comment: Travis Rice informed the board of a proposal that he submitted through the events committee to host the Natural Selection snowboard competition in February of 2020. He thanked the board for their work in sustainability.

Matters from the Board & Consultant:

Brooks made a motion to adjourn, seconded by Modena, meeting adjourned 3:58 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board March 14, 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