

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
April 9, 2020

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on April 9, 2020, via Zoom conference, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The meeting of the JHTTB was called to order at 3:03p.m. by Chairman Gallagher. A quorum was established with board members attending via Zoom including, Willi Brooks, Crista Valentino, Cory Carlson, Joe Madera, Erik Dombroski and Brian Modena. There were 26 participants on the call including 16 members of the public.

Public comment:

Steve Meadows, Owner, Town Square Inns, commended TTB for being proactive for looking at summer and preparing a campaign to open as this is critical. Had heard that air credit line item was drastically reduced by 45% and this is mistake, need to be aggressive, looking at programs that put heads in beds, move the needle, urged board to reconsider this. Need this as next winter will be very competitive.

Approval of [March 12, 2020, regular minutes](#), [March 26, 2020 special meeting minutes](#), Action item–

Joe Madera motioned to approve the March 12, 2020 meeting minutes, seconded by Modena, no discussion or comment, motion carried. Carlson motioned to approve March 26, 2020 special meeting minutes, no discussion, no public comment, motion carried.

Vouchers for review and approval- Action item

Treasurer Dombroski motioned to approve Vouchers #2747-2765 for \$319,732.26 seconded by Brooks, no discussion, no public comment, motioned carried.

Treasurer's Update:

Treasurer Dombroski provide an update. April collections based on occupancy from February were up 10.85%. Year- end tax collections are projected to be down now due to Covid-19 with an estimate of \$3.9 million vs. projected \$4.4 million.

Winter marketing campaign recap, Colle McVoy:

Kerry Moore, Media Director, Colle McVoy presented a recap of the FY'20 winter campaign. The winter media budget was \$1.1 million, targeting primarily flight markets and markets that local marketers can't reach. Creative included a variety of digital, local and national print, outdoor creative and social media with the STAY WILD theme and the new Wild Wild woman anthem video. Campaign learnings included: rich media and storytelling drives highest engagement, dynamic weather prompts user to take action, airport Wifi via Boingo secondary action is strong at 10%.

Jackson Hole Chamber of Commerce Fy'21 Budget request, [Visitor Services](#), [Events](#), [Destination Sales](#), Anna Olson, 10 minutes, Action

Anna Olson presented budget requests for three categories of funding that the JHTTB funds as per the establishment agreement. Special Events budget is presented as same as last year. Destination Sales was reduced by 15% takes into account pre-paid trade shows that were cancelled and rolled over for next fiscal and has been deducted for FY'21. Wants to maintain presence in international markets when they are open for travel again. Visitor services request reflects a 20% cut, agents will remain in four locations, eliminating one full time year- round and three seasonal positions, but still provides adequate service. No questions from board. Carlson wanted to make sure we have strong budget and reserve going into FY'21 due to current Covid-climate. If we aren't seeing traffic at visitor service locations, we can adjust budgets. Joe asked if we could review budget before we vote on this, Carlson concurred. Board decided to discuss budget first before voting on this agenda item. Board will circle back to this agenda item.

FY' 21 Budget Discussion

Treasurer Dombroski presented the proposed FY'21 budget with two documents. The first is an analysis on tax collection in Teton County based on several industry forecasts including Tourism Economics and STR. The collection numbers are actuals through February 2020. The remainder of FY20 is a forecast based on current trends. There are two models for FY21. The first is based on an aggressive recovery, which we have low confidence in achieving. The second model is based on a compilation of data showcasing a slower recovery. To be caution in our revenue forecast as it pertains to our FY21 budget, we are using the forecast for a slower recovery in our budget calculations. The second document is a revised FY21 budget based on the forecasted tax collection of \$2,381,742, which represents a reduction of 38% from forecasted FY20 actuals. Almost \$2 million less than we budgeted for this year. We went back through the budget and made cuts to each line item to shave costs associated with the reduction in revenue. Some of the larger revisions include: 17% reduction in Chamber Services, Removal of \$350K from Contact Advertising in new market development, research, local launch, contingency and winter photo assets expenses removed. Reduction in winter spend by \$150K. Tourism Master Plan removed from FY21 budget, just pushing pause for time being, local marketing partnerships reduced by \$75K and board asked Sollitt to go back to two currently approved, Being Wild and Nordic Alliance to see if they can reduce more. Reduction of \$165K from Cen Res Air Credit Program which is a 25% reduction, Community Events cut in half to \$175K, Large Event funding reduced by \$200K to \$105,000, budget reserve increased by \$400K to \$750K. This was done to give us flexibility with our expenses so we can react to market with seasonal marketing, special events and other items we may need to get things kicked back off again. Based on these changes we will dip into our reserves by \$1,670,193 reducing them to \$737,456. This gives us some money in reserves in case lodging tax collections lag behind and we still need to run the start of FY'22 campaigns. Board discussed having flexibility to take monies from reserves and allocate where needed and towards programs that are performing. Discussion also included funds towards destination task force, depends on if it fits mission and they make a request for funds. Won't spend just to spend. Looking for results and effectiveness to community. Mark Barron asked that we invest in travel incentive program due to grave times. If ever there is a time to incentivize people to get on a jet, now is the time. Dombroski and Gallagher added that all research, articles they are seeing is that air travel will be drastically down, routes, capacity and demand. If environment changes, we can add dollars from unallocated reserves. Gallagher motioned to approve as presented, seconded by Brooks, Chair asked for public comment: Frank Lane commented on \$265,000 air credits to be invoiced ASAP. Bret Linsenmann commented if elected officials are uncomfortable with \$750,000 in reserve to allocate this amount. Modena complimented Dombroski and Gallagher on their work, budget reflects make hay when sunshines, feels rushed to vote on today. Concern over large unallocated reserves and ending number of \$730,000. Reduction concerns included event reduction and air reduction, (Madera). Gallagher rescinded motion and tabled budget approval to later meeting. Went back to Agenda item #8 and determined we will table this vote too.

Committee Update:

Special Events: Murphy updated on special events. 42 events applied for \$1,725,000. Committee will meet with certain events to get more input. Crista Valentino added information on the community marketing stimulus grant

Marketing: Sollitt updated board on the industry resource page for the business community.

Matters from the Board & Consultant:

Sollitt indicated her computer was hacked while conducting this meeting and IT has locked her out of lodging tax account. She is meeting with IT at 8 am. tomorrow morning. Board scheduled budget meeting to revisit budget Wednesday, 4/15 at 2 p.m. Valentino made motion to adjourn, seconded by Dombroski, meeting adjourned at 5:30 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board May 14th, 2020 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher, Chair Date

Brian Modena, Secretary, Date