

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

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

Call to Order/Pronouncement of Quorum:

The meeting of the JHHTB was called to order at 3:01pm MST by Chairman Gallagher. A quorum was established with board members attending via Zoom including Erik Dombroski, Willi Brooks, Cory Carlson, Brian Modena, Joe Madera, and Crista Valentino. Attorney Gingery and Bret Linsenmann were also in attendance. There were 27 participants on the call including 19 members of the public.

Public Comment:

There was no public comment.

Slate of Officers, JHTTB - Action Item:

Willi Brooks made a motion to approve the slate as presented, and it was seconded by Valentino. There was no public comment or discussion. The motion passed unanimously.

Committee Updates - Action Item:

Carlson motioned to approve the committees as presented. Dombroski seconded the motion, there was no public comment or discussion, motion passed unanimously.

Approval of June 11, 2020 regular meeting minutes, July 1 special meeting minutes - Action Item:

Brooks motioned to approve minutes, and it was seconded by Madera. There was no public comment or discussion. The motion passed unanimously.

Vouchers for Review and Approval - Action Item:

Dombroski made a motion to approve vouchers #2792 - 2806 for the amount of \$319,371.99. The motion was seconded by Valentino, there was no public comment or discussion. Motion passed unanimously.

Treasurer's Update:

Dombroski reports that the lodging tax from May has not yet been deposited, but predicts similar data to be reported as the last few months. May collections are projected to exceed previously forecasted amounts, but likely not to the extent that may be expected. Sollitt added that lodging tax is not collected on short-term rentals over thirty days, and the county is experiencing more long-term rentals than in the past, so that could effect summer collections. Dombroski offered a possible counterpoint that a lot of properties that aren't usually rented out are being rented out this year, which would likely even out collections.

Chamber of FY '21 Visitor Service and Event Liaison Agreements - Action Item:

Sollitt introduced the agreements as updated versions whose only changes are the dates and fees. Dombroski made a motion to approve the FY '21 Visitor Services Agreement, which was seconded by Brooks. There was no discussion or public comment. The motion passed unanimously. Brooks motioned to approve the FY '21 Event Liaison agreement as presented by the Chamber of Commerce. It was then brought to the board's attention that the date on page twenty-two needs to be updated, and that the clause about providing assistance with community grants is not included. Brooks amended his motion to approve FY '21 Event Liaison agreement as presented by the Chamber contingent on the addition of, under Article 3, the Chamber's agreement to manage the community marketing stimulus grant process as well and the change in the dates under Article 4, section 1 from 2019-2020 to 2020-2021. The motion is seconded by Madera, and the motion passed unanimously.

Community Marketing Stimulus Grant Recommendation –Action item

Brooks presented the recommendation, which focuses on the best investments for public funds and the assets the board would be able to derive from each campaign. Valentino emphasized the thoughtful process behind these decisions and added that these events are expected to bring in visitors while simultaneously supporting the “Clean, Careful, Connected” messaging. Madera clarified their selection process - they looked into budgets of each organization and rewarded funding accordingly. The original budget for this initiative was \$200,000. Dombroski reviewed the goal of this initiative: to directly impact the lower portion of the “funnel” to improve marketing and give smaller businesses the tools to improve their own asset creation. As the goal was to infuse some money into the market, he posed the question, “Why did we go with asset creation rather than conversion creation?” Valentino assured Dombroski that they are in fact reaching that goal by approving these applications and that the TTB's asset creation is simply a positive byproduct. Sollitt raises the point that the agreement states the TTB should be sharing their destination relaunch assets with these organization, but that the TTB doesn't have any at the moment besides the CCC messaging. The agreement also states that grantee will share assets with the JHTTB. Modena recalls that those assets were TBD, and at this point it only includes that messaging. He suggests that chosen organizations include it on their internal/external communications.

Dombroski wondered if there is an ability to have another grant application in Fall or Winter, and Brooks assured him they could use the additional money from the budget to do so. Modena also suggested using that opportunity to improve the application process to going forward. Valentino assured the board that there are elements that are really useful. A handful of applications are going to hit a target audience that the TTB hasn't been able to do nor would they be able to do so. There's always room for improvement, but there is long-term potential for something the board can continue to fund. It's an opportunity to be more thoughtful about not just trying to get people to come here, but rather to communicate the type of visitor the town wants once they're here. Overall, it's an opportunity to share this messaging more genuinely and personally. Brooks agreed. Gallagher asked Brooks to notify applicants whose applications weren't accepted after the budgeted events have been approved and to provide a full explanation for the request denial (in any capacity). Madera made a motion to approve the FY '21 Community Marketing Stimulus Grant in the amount of \$106,903.00 and Valentino seconded the motion. During public comment, Jennifer Striegel, of Dancer's Workshop, wondered why her organization was not granted funding and requested

further comment on the selection process as she believes her organization was very worthy of funding and feels her organization's application supported the goals which were commented upon. The board agreed to address these concerns at a later date. Taylor Phillips, of Eco-Tours Adventures, expressed his gratitude to the board for their work and conveyed his understanding of their decision to not grant the full requested amount to his organization. Dombroski recused himself from the vote as he has two businesses on the list, and the motion passed 6-0.

Community Marketing Stimulus Grant Agreement

Sollitt summarized the grant agreement and discussed use of funds, voucher approval, and marketing campaign conditions. Dombroski wondered whether the TTB is requiring the logo to be used on all marketing materials. Discussion included adding the url to visitjacksonhole.com, where appropriate and use of the Stay Wild logo rather than the Lodging Tax logo. Brooks clarified that the goal was to have overnight draw for drive markets, and supported Gallagher's idea to use the Stay Wild logo. Sollitt clarified that the Visit Jackson Hole logo is the Stay Wild logo. Brooks made a motion to approve the CMS Grant agreement as presented but directed staff to update the language in section 7, and Carlson seconded the motion. The motion passed unanimously.

Committee Updates:

Special Events - Event Sponsorship recommendation, Fall FY '21

Britney Magelby, special events liaison, recapped the selection process - there were a total of forty-three applicants, and the fund requests were eventually reduced to a total of \$1,004,500 after applicants revised their requests due to Covid-19. The committee formally recommended the funding of only fall events which are occurring on or before 12/27/2020. Fall event funding was reported to total \$25,500 (8.5% of total budget). Brooks emphasized the opportunistic nature of this strategy and his hope to bring in a strong ROI in light of future uncertainties. During the board's discussion, Gallagher was surprised to see the total funds come in at \$181,000, as there was an extra \$100,000 given to this part of the budget and exclaimed his worry that the board is unnecessarily shorting fall events. Madera stated they are primarily focused on bringing visitation to Jackson, so community character & virtual events didn't seem to be as deserving of the money with that goal in mind. Dombroski also felt concerned about the conservation of funds, and Gallagher suggested using leftover funds from events that end up not happening to help winter/spring events in order to provide the best pathway for success. Carlson agreed with the committee's decision - it is better to be conservative for now and then be well set up for winter. Brooks made a motion to approve the community events funding for the fall as presented, in the amount of \$25,500 for thirteen events happening between September 26 and December 27, 2020. The motion was seconded by Carlson, and no public comment was presented. Modena stated his recognition of the difficult challenges the events committee has to handle right now and commended their time and effort. Brooks clarified that the recommendation for events occurring between January 1 - May 1 should be available by the September meeting, and at the latest it will be available by the October. The motion passed 5-2 with Gallagher and Dombroski voting against.

Marketing:

Sollitt reported they are working to add Responsibly Wild, Clean, Careful, Connected signage at Albertson's, the ballpark, and on Start Buses. New videos are available on the website, will be put on YouTube, and are in the social media schedule.

Matters from the Board & Consultant:

Rich Ochs, Emergency Management Coordinator, announced his plan to apply to CARES Act Funding as the TTB qualifies for return investment funding. Attorney Gingery outlined what he would like reimbursed for the TTB: \$158,835.30 that has been spent to date on the "Responsibly Wild" campaign. Ochs stated he was unsure as to whether the TTB would actually be able to receive these funds based on federal legislative guidelines. Sollitt raised the point that there has been some discussion at the legislative level to reimburse DMOs, but the TTB may not qualify as a DMO as it is instead a government entity. Ochs clarified that the only reason the TTB wouldn't apply to this reimbursement would be if there were possible funding coming from elsewhere. Gallagher made a motion to approve the Jackson Hole Travel and Tourism's application for Cares Act Funding, seconded by Carlson. Ochs clarified that this is not a grant, but instead supplemental funding due to COVID. Therefore, no repayment is necessary, and no interest rate applies. The motion passed unanimously.

Carlson motioned to adjourn, seconded by Madera, meeting adjourned 4:48 p.m.
Adjourned.

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board August 13, 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