

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
August 9, 2018

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on August 9, 2018 at the Town council chambers, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The regular meeting was called to order at 3:01 p.m. by Chairman Gallagher. A quorum was present with board members including; Willi Brooks, Crista Valentino, Brian Modena, Alex Klein, Cory Carlson and Erik Dombroski. Also present was Attorney Weisman and County Commissioner Rhea.

Public comment:

Katherine Dowson, ED, Friends of Pathways thanked the board for their funding for the Wyoming Bike & Trail summit in May. The event brought in 130 people from around the State. Keynote speaker was Dan Burden who is renown bike expert. The Bike share bikes had 25 people participating in a tour to review integrating street bike lanes and pathways. Members of the press and planners from Teton County walked the town to evaluate pros/cons. Katherine shared the bags produced for the event with the 4JH and STAY WILD logos emblazoned. Overall event was a success.

Kirsten Corbet updated the board on the Wildly Creative campaign. They chose Susan Grant Lewin to conduct the PR campaign for Wildly creative. Her firm is top notch in the art world and came out on top in the RFP process. Wildly Creative will host a media fam in October. The campaign Instagram takeover is incredibly popular, and they are up to 1,000 followers on Instagram and their website. They will create and display Wildly Creative banners and window decals and display around town.

Approval of July 12, 2018 regular meeting minutes:

Klein made a motion to approve July 12, 2018 meeting minutes, seconded by Willi Brooks, there was no discussion, motion carried.

Voucher Review and Approval:

Treasurer Dombroski motioned to approve vouchers #2448-2463 in amount of \$280,898.90. Modena seconded, no discussion, motion carried.

Treasurer's update:

Treasurer Dombroski provided a board update. He had not received the updated collections from the county treasurer as of yet so could not provide that update. Dombroski indicated he is revamping internal budget document to track expenses and monthly approved items.

Jackson Hole Wild Festival:

Lisa Samford, Executive Director played the 1:30 version of the JH Wild Seasonal video that was partially funded by the JHTTB through an international film premier media buy. Board agreed that the footage is fantastic but requested if the JHTTB could use for any other purposes to promote the destination. Samford indicated that this is not possible, due to limited licensing agreement. Samford indicated there are no metrics available for viewership in the international pre-screenings

where the film will be screened. JHTTB asked if logo lock could be updated to brand the STAY WILD Jackson Hole look. Brooks made a motion to approve the \$20,000 request for use of film in original form with updated logo to be screened around the world, discussion continued on issue of having usage rights to use video to promote the destination, having Samford come back next month with revised proposal. Samford indicated she did not have time. Brooks revised motion to approve funding at \$8,000 level, no second, motion failed. Discussion continued on boards eagerness to support the organization as they do great work, but there has to be some sort of usage rights for the Destination to promote Jackson as that is the board's mission. Samford again indicated that this was unlikely for this effort but she would consider different uses for different purposes. Carlson made a motion to reject the proposal as requested, seconded by Modena, motion passed, 6-0 with Klein abstaining from the vote.

JHMR Warren Miller/ December media fam/Early season marketing:

Eric Seymour, JHMR presented a partnership with JHMR and Warren Miller to feature Jackson Hole as an ideal winter destination. Warren Miller's primary distinction vs. other film companies is they target families which aligns with the JHTTB target. Warren Miller will work with JHMR and the JHTTB to promote not just skiing but the destination as a whole. Footage can be used via social and other JHTTB channels. Warren Miller will also promote via screenings and their social channels that deliver over 4 million impressions. Warren Miller will also produce a webisode and give footage to the JHTTB that the JHTTB will own and can use and edit at its own discretion in perpetuity. This is a great asset for the destination and community as a whole. JHMR will contract directly with Warren Miller but also work directly with the JHTTB and Colle McVoy for creative input. Klein asked if the STAY WILD logo can be included? Maybe someone in a t-shirt. For JHTTB to do this on our own would be minimally \$10,000/day. Klein motioned to approved \$35,000 in support of Warren Miller outline with Stay Wild somewhere in video, Carlson seconded, public comment, Kent Elliot, Destination Sales manager indicated he could use assets for his work. Vote taken, motion carried unanimously. Ned Wonson, Marketing Director proposed an early seasonal marketing effort in drive markets. This would be year three to support this request. \$10,000 from JHTTB, \$5,000 JHMR and \$5,000 from JH Cen-Res to reach the potential visitor earlier, i.e. prior to December 18th where we have lower occupancies and are currently trending down vs last year. Last year's funding increased web sessions by over 500%. Questions included; is there a particular offer, lodging package will be offered. Dombroski motioned to approved \$10,000 to be applied to early season promotion, Brooks seconded, public comment included Adam Sutner updating board on value of Icon and Mountain collective passes. Vote taken, motioned carried unanimously. Anna Cole presented a December PR Fam trip to highlight the Solitude facility and the destination. The fam will include bringing media here in early December, targeting domestic media with the hopes of getting coverage during the season. All press will be on assignment, guaranteeing coverage. Looking for JHTTB to be a destination partner to showcase diverse activities in Jackson, not just skiing. Klein indicated that including community and family focus activities, not just skiing is important. Total cost for JHMR way over \$30,000. Motion made by Brooks to approve \$15,000 to support the December fam here in Jackson, seconded by Klein, Carlson recused himself. No public comment. Discussion included a concern on mountain focus and Solitude launch, even though other areas of destination will be included. Chair Gallagher opened up public comment again at request of Kent Elliot who indicated that in his experience and work with JHMR, they will include many amenities of the community, not just JHMR. Discussion also included that much auxiliary revenue to restaurants and shops outside of the village does result from these fams. Kathryn Brackenridge commented that we are all in

business of travel & Tourism and they strive to make sure that the visitor understands everything the destination offers, and in past they've offered a wide variety of activities. Vote taken, 5 in favor, 1 opposed, Carlson recused.

Committee Updates –

Special Events –

Mo Murphy informed the board that first mandatory meeting with Events that received sponsorship funding will happen tomorrow with Sollitt and Murphy and again Tuesday of next week.

Marketing committee –

Sollitt update board that Fall campaigns in market. Winter in market September 5th. Sustainability initiatives moving along really well. Canvas Bags ready September 9th to be handed out at airport. Campaign kick-off September 12th at Jackson Whole Grocer. STAY WILD Charlie Chaplin video will be renewed.

Matters from the Board & Consultant:

Gallagher thanked Ms. Samford for her time and hopes she heard unanimous support from board to work with her organization. Keely Herron was thanked and presented a small gift for her service as Chair and past three years of volunteer service.

Klein made a motion to adjourn, seconded by Modena, meeting adjourned 4:46 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board September 13, 2018 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher , Chair Date

Brian Modena, Secretary, Date