

Full agenda available here:

<http://www.tetoncountywy.gov/AgendaCenter/ViewFile/Agenda/11102022-2016>

Meeting called to order

- Approval of past meeting minutes
- Approval of [vouchers](#)
- Reminder to event funding recipients: you have 90 days after the event to submit your materials for reimbursement.
- Allocation of funds for content and social media - New Thought Media
 - [Estimate available here](#)
 - New content will be created and released with use for the new website and lodging partners.
 - Board approved an extension of services and expansion of scope of work.
- Anti-vehicle special events safety funding request
 - [Proposal available here](#)
 - This proposal would fund moveable event barricades for the Town of Jackson to increase safety at large events and better use Town staff and resources.
 - Board voted to push the vote on this action item to the December Board meeting
- Treasurer's update: Most recent lodging tax numbers were down \$39k from budget and \$80k from last year. But overall, tracking up \$53k YTD.
- Partner reports:
 - Jackson Hole Chamber of Commerce reported positive results from the Miami partners event dedicated to increase low booking numbers on the Miami direct flight.
 - Rendezvous entertainment is expected to be announced in the next 5 days.
- Events update:
 - The special event funding application for September 23 - December 31, 2023 is expected to be open January 1 - February 28, 2023.
 - There is a mandatory meeting for January 1, 2023 - June 5, 2023 events who have already received funding. This will be on Zoom on November 17, 3-4 pm.
- SDMP update:
 - Final SDMP meeting in-person with George Washington University will take place November 17, 6:30 pm, at The Cloudveil.
 - Final draft of the SDMP expected to be released before Christmas!
- Marketing update:
 - Colle McVoy presented update for winter campaign (finalization still in progress, but close for launch)
- Kathryn Brackenridge, Executive Director, announced that she will be stepping down as the Executive Director of the Jackson Hole Travel & Tourism Board due to family medical reasons. She will remain involved through the Board Retreat in January.
- Board retreat scheduled for January 11.
 - JHTTB will be evaluating all contracts during the Board Retreat to put in place contracts that allow the JHTTB to best serve the community moving forward.