

**Teton Regional Economic Coalition Board Meeting—Notice and agenda**  
Sept. 16, 2019 7:30 a.m.

Join Zoom Meeting

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Meeting ID: 822 6392 8312

Password: 519532

One tap mobile

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Call 208 354 1008 24 hours ahead if you require special accommodation

**Board and Staff Attendees:**

Jennie White x  
Gloria Hoopes  
Ralph Mossman x  
Jim Schulz x  
Bob Heneage x  
Ulla Rasche x

Abbott Gilbane  
Emily Sustick, Victor x  
Jen Piperno  
Brian McDermott x  
**Guest: Mike Morey x**

60 minute meeting

<b>Topic</b>	<b>Lead</b>	<b>Duration</b>
Call to order	J. Schulz	2. min.
Roll call See above	J. Schulz	2 min.
Consent Agenda <ul style="list-style-type: none"><li>• Approve regular July meeting minutes</li><li>• Treasurer's report (July financials).</li><li>• ED Report</li></ul> Motion, second, approved.	J. Schulz	5 min.

Guest: Mike Morey, Chairman, City Pass.  
Topics: state of leisure travel, City Pass status, view of TREC Work.

15

15

Below are notes on Mike's advice on our programs:

ITC grant—establish data to assess what we're doing, what we're seeing, --need to get county data from the state.

Jennie: each region, YTT tried to get hotel data, visitor origin data.

Need to measure what's happening in the county—

How Jackson works, in a city: lodging tax is known, room nights.  
Need to get a way to track: room nights, number of visitors

Wyoming tourism index program—hotels submitted monthly occupancy data. Five or six in the valley.

AIR bnb, vrbo submit lodging tax in lump sum—get that number.

Hard to market without info. How many visitors? Seasonality—document. Point of origin. What do they do? How long stay?

Surveys—interviews on the street in the old days. Need to collect info—hand a card asking them to answer a survey—enter them in a contest.

Mike will get info in Teton County, Wyo. Cody is using same program set up in 1987. Connect with them.

State Tourism Office, tour operators. FIT tours—packages for visitors. Agents have options to show, they are getting favorable rates.

Are hotels participating in these packages?

State: influence them to promote specific regions. More effective in driving people to the region.

Annual trade show—IPW. Major trade show for tour operators bringing people to the US. 5,000 operators from around the world meeting with entities with something to sell—regions, airlines, etc. Blairs from Cody—Holliday Inn, for example. State of Idaho is there each year with booth. What are they doing at the booth?  
Appointment-driven, 20 minute increments. State should get more focused on marketing regions, conducting first phase of booking business. Get info to pass on to TREC and properties.

Reviewed program: billboards? No. Event funding is good, but there's more to do to get visitors here. Brian Gallagher—Teton Wyo spends 10 percent on events.

Proportions are off. Too much in print and events

Adverts expensive. Public relations more cost-effective. Do more in digital pay per click. Social media—how to create an ongoing campaign in the various venues. Then figure out how to measure, take credit.

<p>Budget Discussion</p> <p>Figure out how to get budget comments in sheets, then back to the accounting system.</p>	<p>Team</p>	<p>15</p>
<p>COVID Support Update:</p> <ul style="list-style-type: none"> <li>• Restaurant, hotel zoom meetings</li> </ul> <p>Roadhouse Jackson example—family dinner take out. Let's support our restaurants.</p>	<p>McD</p>	<p>5</p>
<p>Other business?</p>		
<p>Adjourn</p> <p>Motion, second, adjourn.</p>	<p>J. Schulz</p>	