

## Destination Stewardship Council (DSC) Meeting #9

Thursday, October 26, 2023

11 - 12:30pm

Teton County Library Ordway Auditorium

### MINUTES

#### Attendees:

- Lindsey Ehinger, JHTTB
- Crista Valentino, JHTTB (online)
- Mary Bess, JHTTB (online)
- Britney Magleby, JHTTB (online)
- Mike Geraci, JHTTB (online)
- Jim Wollenburg, WoT (online)
- Ned Wonson, JHMR
- Wes Gardner, Teton County Commissioner
- Justin Walters, JH Chamber of Commerce
- Jeremy Barnum, GTNP, left around 12:00 pm
- Mark Barron, JH AIR, left around 12:00 pm
- Elizabeth Birnie, Community Foundation of JH
- Arne Jorgensen, Town of Jackson
- Mary Cernicek, BTNF

#### Observing:

- Roby Hurley
- Tim O'Donoghue
- Sam Pope, JHTTB

#### Absent:

- Christina White, YNP

#### 1. Welcome of new/substitute/guest members

- a. None present

#### 2. Resident-at-large DSC members

- a. The DSC received 18 applications from potential new members. The application committee will meet in late October to review and will provide further information to the full DSC in November. The goal is for new members to start at the December DSC meeting.

### 3. Communications and outreach

- a. *Internal*: The DMC created a shared Google folder to enable DSC members to easily access materials such as newsletters, meeting minutes, FAQs, SDMP action item updates, and resources shared by other DSC members. These materials can be shared with constituents, boards, and the public.
- b. *External*: The DMC presented the JHTTB DSC/SDMP Communications Report that detailed the monthly outreach through the “Responsible Tourism Rundown” listserv, JHTTB listserv, JHTTB website, and Hospitality Partners Update presentation. The “Responsible Tourism Rundown” audience includes ~1,800 contacts, mostly gathered from the SDMP resident sentiment survey process. The email maintained a high open rate with 58% of emails being opened and 9% garnering further action (clicking on links).

### 4. SDMP Year 1 Action Items Update

- a. DMC Report
  - i. The DMC noted that we don’t know how long the DSC will be an active group until we have a DMMO structure. DSC members should look at the council as a long-term mechanism since some form of a community stakeholder group may be included in an eventual DMMO organizational structure.
- b. Year 1 Action Items Detailed Progress Tracker sheet - The tracker includes color coding for action items that are complete/ongoing, in progress, or not yet started. Some of the items that are in progress will always be ongoing. For example, maintaining a working group that coordinates information among various entities is an action that will ideally continue indefinitely, so it would be “ongoing” rather than “complete.” The group discussed ways to communicate this nuance to the public for action items that don’t necessarily have clearly defined one-time deliverables.
  - i. *Engage Teton County* - This item is “in progress,” but the majority of SDMP information is being housed on VisitJacksonHole.com. EngageTC will be targeted for specific questions/interactions with the public and may be used by other Teton County organizations for their existing projects that are part of the SDMP. VisitJacksonHole.com will be used to direct web visitors to other sites for engagement and feedback.
  - ii. *Establish a visitor education task force and content distribution strategy* - This item is “in progress/ongoing.” The marketing/education working group meets monthly currently and is in the information-gathering phase with the stakeholder marketing/education survey. Coordinated content distribution is a large undertaking that will take time to develop.

- iii. *Develop a “How to JH” guide* - This item has garnered significant support in working groups, from public comments, and among the full DSC. The group prioritized this as an item to move forward with noting the suggestion that resources from the Mountain Neighbor Handbook be considered for overlap.
- iv. *Visitor Management Action Team* - This item is “in progress.” This will be a complicated process that will involve coordination among various sectors and stakeholders, and the process can benefit from the input/experience of existing working groups. It may require a decision-making body to enact any proposed actions. The Chamber of Commerce’s Visitor Services team will be an integral part of the planning process. The DSC will be closely following GTNP’s visitor management study and BTNF’s Forest Plan revision process. DSC members noted that it will be helpful to receive cohesive recommendations from the entire stakeholder group when destination planning decisions need to be addressed by individual members.
  - 1. **ACTION ITEM: DMC and DSC to review the Visitor Management section of the SDMP to enhance understanding of specific action items. Next steps are to be determined in the November DSC meeting.**
- v. *Workforce pipeline* - Many businesses in town have programs to develop their workforce, but it is unclear what local entities are doing to coordinate destination-wide efforts to combat persistent workforce challenges. It was suggested that the DSC could lead by convening entities and efforts in this area. Further discussion will be needed to identify specific action items and avoid duplicating efforts currently in place outside the DSC. It was noted that workforce retention is a very important issue in the community that is also tied to housing challenges, so the DSC would like to further discuss actionable items. The WoT is developing statewide workforce development initiatives that could guide the discussion in coming months.
  - 1. **ACTION ITEM: WoT to follow up with DMC after developing statewide workforce initiative.**
  - 2. **ACTION ITEM: DMC and DSC to review the workforce section of the SDMP. Next steps are to be determined in the November meeting.**
- vi. *Housing* - This SDMP section does not include any Year 1 Action Items, but it includes Year 2 Action Items. The DMC plans to meet with the Housing Director at the Community Foundation of JH next week to discuss their initiatives.

vii. *Transportation* - Two Year 1 Action Items and one Year 2 Action Item are in progress. The DSC members are asked to actively communicate information on the airport pilot transit program to their constituents and to solicit feedback on the service. The JHTTB will help direct viewers to the information on other websites and will invite feedback to be provided directly to the pilot program group through their designated surveys (available via QR code).

**1. ACTION ITEM: JHTTB to utilize its website to direct users to further airport transit pilot information and points of contact for feedback.**

viii. *Climate action* - DMC attended the Mountain Towns 2030 conference alongside members of local government and nonprofits. DMC continues to attend TCAP coordinating meetings. A Climate Action Plan is being developed by the Town of Jackson as part of their Sustainability Management Plan. For the Year 1 Action Item, there is a wide gap between developing a roadmap (which was completed independently by the JH Climate Action Collective), and implementing the roadmap (which would likely be done with the Town, County, or a separate contractor). The SDMP outlines specific action items for Year 2 with regard to visitors and the broader community. The implementation of this section of the SDMP will require action by designated groups. The DSC will continue monitoring the collaboration currently in place with TCAP and the action plan being developed by the Town.

ix. *Monitoring and reporting* - This is a Year 2 Action Item that is already well underway by the JHTTB and UW's WORTH Initiative. The project includes data collection via existing sources as well as new visitor and resident surveys, data analysis, and a public dashboard component.

x. *Governance* - Many of the Year 1 Action Items are currently underway with the development of the DSC and DMMO project. The DSC will continue to implement the SDMP before deciding whether to seek formal SDMP adoption by the Town and County.

xi. The DSC discussed the idea of the council acting as a funnel where people look for collective information about what's happening in the community, how to provide feedback, how to engage, etc. The JHTTB can use its reach to increase public awareness. Members noted that the DSC shouldn't be ultimately responsible for conducting outreach for individual organizations' actions and that public comments/concerns should be directed to the individual organizations rather than funneling back up through the DSC. However, the DSC is a good place for collaboration to address concerns where overlap exists among partners in the room.