

Destination Stewardship Council (DSC) Meeting #8

Thursday, September 28, 2023

11 - 12:30pm

Teton County Library Ordway Auditorium

Meeting Minutes

1. Welcome of new/substitute/guest members
 - a. Ex-Officio
 - i. Jim Wollenburg – Global Partnerships Senior Manager, Wyoming Office of Tourism
 - b. Substitute
 - i. Bekee Hotze, Acting Deputy Forest Supervisor, BTNF

2. Resident-at-large DSC members
 - a. The DSC new member [application](#) has been posted online, and Spanish translation should be completed soon. The application will be sent to listservs (nonprofit, business, JHTTB), and ads will be placed on Buckrail and in the JH News & Guide. The application is due on October 23, 2023. The working group will vet the applications for the full DSC to review at the November DSC meeting. Applicants not chosen for the DSC may be invited to join current and/or future working groups.
 - b. **MEMBER ACTION: DSC members to distribute application to networks**
 - c. **MEMBER ACTION: Working group to send sample email verbiage to DSC**

3. DSC communications and outreach
 - a. Lindsey Ehinger presented on the SDMP/DSC progress at the fall Hospitality Partners Update on September 21, 2023, to around 100 industry professionals. The JHTTB has received positive feedback to this being hosted as a fully virtual event. Multiple audience members have reached out about joining working groups.
 - b. DSC/SDMP listserv September newsletter
 - i. The September listserv email included information on the marketing/education survey and the Wyoming Office of Tourism's destination development grant initiatives. A future email will include the DSC new member application. Interested parties can [sign up here](#) to join the list.

4. Updates from working groups

a. DMC Report

b. Transit

- i. The START bus app has been released. The Transit App provides real-time info on bus routes, walking routes to bus stops, and current bus locations. Some minor issues are still being worked out, so START is asking for feedback on any bugs that are found.
- ii. Updates on the airport public transit pilot and the mobility hubs study are expected to be released to the public this fall.

c. Visitor Management, Marketing, and Education

- i. The destination marketing and education survey has been released and will close on October 4, 2023. After significant targeted outreach, the survey has received over 40 responses thus far. Any interested party is invited to fill out the survey. Further outreach includes the nonprofit, Chamber, JHTTB, and Sustainable Business Leaders listservs.

ii. **MEMBER ACTION: Send survey to networks**

d. Climate Action

- i. The DSC continues to participate via a liaison to the Teton Climate Action Partnership (TCAP) coordinating meetings. TCAP is currently evaluating its structure, priorities, and goals. Since its inception, several initiatives have been completed including: creating public dashboards on emissions, climate, and equity; supporting the hiring of sustainability staff (Town, County, JHTTB); and the completion of a climate action roadmap (by the JH Climate Action Collective, a separate nonprofit).

e. Data/Monitoring/Reporting

- i. The data/indicators/dashboarding project with the University of Wyoming's WORTH initiatives continues to progress. The team is currently focusing on narrowing down nearly 350 existing indicators from the SDMP, GSTC/EarthCheck certification, Teton County Comprehensive Plan, and the SDMP's Situational Analysis Report (SAR). UW plans to survey local experts to help prioritize pertinent indicators in each topic area. UW is collecting responses from an RFP for a databank/dashboarding contractor. The team has also begun discussing details for the upcoming visitor intercept and resident sentiment surveys.

f. DMMO

- i. The DSC held its first meeting to outline the DMMO development process. The group plans to hire a facilitator (funded by the JHTTB) to lead the process over the coming months.

5. SDMP Action Items – next priorities

a. Prioritize further SDMP actions

i. *“Seek formal adoption of SDMP from Town/County (8.3.2)”*

1. The group discussed the potential pros and cons of seeking formal SDMP adoption by Town and County elected officials. The DSC plans to move forward by continuing to enhance awareness of the work being done on the SDMP by existing stakeholders and working groups. The Town has a retreat planned for January/February 2024 (potentially held jointly with the County) in which upcoming staff priorities will be discussed. By that time, each elected official should have a good understanding of the SDMP/DSC progress and how it could correlate and/or integrate with Town priorities. This will also be a great learning opportunity to identify gaps and perceived SDMP shortfalls. Since the JHTTB does not have the authority to act on all elements of the SDMP, eventual adoption of the SDMP might enhance alignment and coordination of actions that are already taking place by separate groups.
2. **ACTION ITEM: DMC to meet with County and Town DSC reps in the coming months to create a communications/outreach plan for engaging and updating elected officials on SDMP/DSC progress prior to the retreat.**

ii. *“Implement comprehensive SDMP launch campaign (8.3.1)”*

1. The JHTTB officially launched the SDMP in January 2023, and the DSC continues to conduct outreach through multiple channels (see communications/outreach above). However, many opportunities exist to further enhance outreach and communications, both internally within the DSC and externally. The JH News & Guide will be creating press around the additional DSC members. The JHTTB has also discussed holding a community meeting in early 2024 to discuss progress and engage the public. Future communications could include targeted engagement opportunities when work commences on new action items and celebrations when items are completed. In addition to JHTTB outreach, DSC members are encouraged to conduct their own marketing/outreach on DSC progress to their networks. An

internal DSC library (shared google drive) will be created to help coordinate internal communications.

2. **ACTION ITEM: ADD FAQs to website (JHTTB)**
3. **ACTION ITEM: Create shared google drive folder for DSC members (DMC)**
4. **ACTION ITEM: Enhance JHTTB SDMP/DSC marketing/communications plan (JHTTB and DSC members)**

iii. *“How to JH” guide (1.3.3)”*

1. DSC members determined that this action item is a high priority since it is actionable, definable, and creates a unified marketing/messaging voice. The DSC marketing/education working group could be involved in the guide development. Multiple versions may be helpful for different audiences (e.g. a one-pager, QR code to online version, handbook for business lobbies, etc.).

2. **ACTION ITEM: DMC to discuss with JHTTB options for moving forward within JHTTB legal guidelines.**

iv. *“Workforce pipeline (3.1.1)”*

1. This item will be discussed at the next meeting.

v. *“Visitor management action team (2.1.1)”*

1. This item will be discussed at the next meeting.

vi. *“Climate action roadmap implementation (6.1.2)”*

1. This item will be discussed at the next meeting. It may make sense for the DSC to convene other entities who are already working in this area. The Community Foundation of JH is already convening in some other areas (education, behavioral health, housing).

6. Updates from DSC members

- a. GTNP visitor use public engagement opportunity: GTNP is conducting a thorough visitor use management planning process.
- b. BTNF has completed their forest plan initial assessment. From January to March 2024, they will be hosting public engagement sessions regarding the plan revisions.
- c. The looming federal government shutdown may severely impact the national parks and national forest. The JH Travel and Tourism Board and JH Chamber of Commerce are creating joint coordinated messaging to help answer questions and ensure visitors are aware that the overall destination is still open and ready to host visitors. DSC members expressed interest in supporting workers who

could be losing income due to the shutdown. Representatives stated that it was important to also consider non-federal workers, such as the cleaning crews, since they would not be able to receive back pay due to lost work.

Invited:

- Chip Jenkins, GTNP Superintendent
- Christina White, YNP Chief of External Affairs and Partnerships
- Mary Cernicek, BTNF Public Affairs Officer
- Wes Gardner, Teton County Commissioner
- Arne Jorgensen, Jackson Town Councilman
- Rick Howe, JH Chamber of Commerce President/CEO
- Mark Barron, JH AIR
- Elizabeth Birnie, Community Foundation of JH Philanthropy Officer
- Ned Wonson, JHMR Marketing Director
- Jim Wollenburg, Wyoming Office of Tourism Global Partnerships Senior Manager
- Mary Bess, JHTTB Sustainability Committee
- Crista Valentino, JHTTB Executive Director
- Lindsey Ehinger, JHTTB Destination Management Coordinator
- Britney Magleby, JHTTB Communications Manager

Attended:

In person:

- a. Wes Gardner
- b. Elizabeth Birnie
- c. Rick Howe
- d. Mary Bess
- e. Sheila Isanaka
- f. Bekee Hotze
- g. Ned Wonson
- h. Arne Jorgensen
- i. Mark Barron
- j. Lindsey Ehinger
- k. Britney Magleby

On Zoom:

- l. Jim Wollenberg
- m. Christina White
- n. Justin Walters

- o. Crista Valentino
- p. Mike Geraci