

Destination Stewardship Council (DSC) Meeting #12

MINUTES

Thursday, January 25, 2024

11:45 am - 12:30 pm

(Truncated meeting time due to DMMO discussion prior to regular DSC meeting)

Teton County Library Ordway Auditorium

1. DMMO discussion

- a. Kristin Dahl, Founder and CEO of Crosscurrent Collective, facilitated a discussion on the development of a permanent DMMO (destination management and marketing) organization in Teton County. Kristin outlined the potential roles and functions of the DMMO, gave examples of other regions' DMMO structures, and led DSC members in identifying pros and cons of potential DMMO organizational structures in Teton County based on our unique strengths and goals.

2. Welcome of new/substitute/guest members

- a. New member update
 - i. Whitney Oppenhuizen will not be joining the DSC as she's taken a new job and won't be able to allocate the proper time. The DSC plans to move forward with the existing two new members.

3. DSC communications and outreach

- a. *Internal:*
 - i. DSC internal resources are located in the DSC google drive folder.
 - ii. Communications report - The Responsible Tourism Rundown listserv continues to receive significant engagement with a nearly 60% open rate and 25% engagement (link click) rate. The JHTTB hosted a public Hospitality Partners Update in January that included information on the new SDMP progress tracker and transportation work in progress.
- b. *External:*
 - i. Public [SDMP Progress Tracker](#)
 1. The progress tracker is now live on the industry side of the visitjacksonhole.com website. The tracker explains in detail how the DSC members and other organizations are implementing the SDMP.
 2. DSC members are asked to share the link to the SDMP progress tracker with colleagues and anyone who asks about SDMP

progress. GTNP and the JH Chamber of Commerce have both fielded questions recently from community members looking for more information.

- a. **ACTION ITEM: DSC members to share [SDMP Progress Tracker link](#) with networks to enhance outreach/awareness of SDMP implementation updates.**
 3. DSC members recommended sending a press release to highlight the progress tracker and potentially include a review of the SDMP/DSC's first year.
 - a. **ACTION ITEM: JHTTB marketing/communications team to send press release on SDMP Progress Tracker.**
 4. The DSC discussed the option of analyzing KPIs that are outlined in each SDMP section. The SDMP KPIs will most likely not be included as indicators in UW's data project. The DSC recommended that the DMC review KPIs to determine if the data collection for analysis has a high enough rate of return for the time required to obtain the data. A suggestion was made to potentially task an intern or UW student with cataloging and collecting data on KPIs.
 - a. **ACTION ITEM: DMC to create list of SDMP Year 1 KPIs for DSC to review prior to next meeting. DMC/DSC to determine which KPIs are salient to evaluate/track.**
 - ii. DSC member bios on website
 1. The group preferred to be listed on the DSC webpage by organization and not as individual members. Two members each month are currently highlighted as individuals on the SDMP/DSC listserv.
 - iii. Public engagement:
 1. [Transportation Expo](#), Feb. 6 & 7, 2024
 - a. The transportation expo, organized by Teton County, will provide the public with an opportunity to engage directly with entities responsible for many local transit projects, including several SDMP action items. The JHTTB/DSC serve to amplify the event and related SDMP initiatives. More information is available at EngageTetonCountyWY.com.
 2. Airport pilot [shuttle survey](#)
 - a. The group discussed methods for amplifying airport shuttle info, including increased social media promotion, additional listserv usage (nonprofit,

business, Chamber), opportunities with other large businesses (JHMR, St. John's, etc.). The DSC noted that listserv emails would be more beneficial if coming directly from START.

- i. **ACTION ITEM: DMC/JHTTB to send specific info to JHCC for dissemination to lodging partners on hotel-specific listserv.**
- ii. **ACTION ITEM: DSC members to share airport pilot info and [feedback survey](#) with constituents.**

4. SDMP Year 1 Action Items updates and discussion

a. DMC Report

- i. The DSC formed in February 2023, so Year 1 is almost complete. The DSC is evaluating progress on Year 1 items and beginning to identify Year 2 priorities.

b. Workforce development update

- i. The DMC met with JHCC to discuss implementing workforce priorities as recommended by the DSC in November. Wes Gardener plans to meet with a JHCC committee member regarding the potential workforce working group with a goal of starting with a few smaller initiatives.
- ii. The DSC discussed making connections between the feedback/FAQs coming in from visitors to frontline Visitors Services representatives and potential outbound communications such as frontline worker trainings that could be distributed to other businesses via welcome events, webinars, handouts, and/or face-to-face training. A JHCC committee is currently working on similar issues and is open to ideas on how to better reach frontline workers.
 1. **ACTION ITEM: JHCC to communicate FAQs/feedback from frontline workers to the JHTTB. DMC to convey this information to DSC marketing/education working group.**
 2. **ACTION ITEM: JHCC/JHTTB to meet in the spring offseason to plan worker training prior to summer.**
- iii. DSC members suggested working with the supervisors training the frontline workers to understand what they need and how we can work with them with the goal of unifying communication and ultimately the destination.

c. Climate action update and discussion

- i. The DSC did not have time to discuss climate action updates.

5. Remaining SDMP Year 1 Action Items
 - a. Visitor management action team ([SDMP Initiative 2.1](#))
 - i. Visitor management will be addressed at the next meeting.
6. Updates from DSC members
 - a. GTNP and the BTNF continue to work on their respective visitor management plan and forest revision plan. Public input is being incorporated at thoughtful times throughout the process.
7. Logistics
 - a. The next DMMO meeting will be on April 25. The next DSC meeting is expected to cover visitor management, SDMP KPIs, and an introduction to Year 2 Action Items.

Attendance:

In person:

- i. Lindsey Ehinger, Destination Management Coordinator
- ii. Crista Valentino, JHTTB ED
- iii. Mark Barron, JH AIR
- iv. Julien Hass, community at large
- v. Ryan Stolp, community at large
- vi. Mary Cernicek, BTNF
- vii. Mary Bess, JHTTB
- viii. Elizabeth Birnie, Community Foundation of JH
- ix. Chip Jenkins, GTNP
- x. Ned Wonson, JHMR
- xi. Arne Jorgensen, Town of Jackson

Online:

- xii. Christina White, YNP
- xiii. Jim Wollenburg, Wyoming Office of Tourism
- xiv. Rick Howe, JH Chamber of Commerce

Absent:

- xv. Wes Gardner, Teton County