Destination Stewardship Council (DSC) Meeting #13
Thursday, February 22, 2024
11 - 12:30 pm
Teton County Library Ordway Auditorium

<u>MINUTES</u>

1. <u>Welcome of new/substitute/guest members</u>
   a. Kevin Khung of the BTNF has accepted a new position within the Forest Service and will no longer be part of the DSC. Mary Cernicek, BTNF Public Affairs Officer, will be the official BTNF delegate from now on. Mary has been attending DSC meetings since September 2023 and is well up to speed.

2. <u>DSC communications and outreach</u>
   a. *External*:
      i. Public feedback on the [SDMP Detailed Progress Tracker](#) has been minimal so far. YNP has shared the tracker with their partners who are working towards similar destination management goals. The JHTTB will continue to monitor anecdotal feedback and webpage traffic. The JHTTB plans to send a press release on the progress tracker and general DSC/SDMP updates in early March.
      ii. The JHTTB is updating the shared public resources page on their website to include messaging and marketing materials for any organization/business to use.
         1. DSC members recommended sharing this resource on the nonprofit listserv to increase outreach.
         2. **ACTION ITEM: JHTTB to share periodic updates on nonprofit listserv to increase outreach as directed by JHTTB board.**

3. <u>SDMP Phase 1 Action Items updates and discussion</u>
   a. DMC Report
   b. Workforce update
      i. The DMC met in February with DSC member Wes Gardner and JHCC committee member Kris Shean to initiate a workforce working group. The group discussed several potential action items in the categories of workforce support and workforce pipeline development (with the potential to split into two working groups). Other potential group members have been identified and invited to a larger group meeting in March. Further structure and goals will be defined by the working group members.

    ii.   The group suggested creating workforce appreciation events including taking new workers out to the national parks. Other members noted that events like this could create synergy and benefit the parks by increasing frontline workers' knowledge and understanding.

    iii.   The JHCC can share resources at their May 16, 2024, development luncheon. The JHCC also plans to continue its annual "Welcome to JH" event in December with resources for new workers.

        1. **ACTION ITEM: Workforce working group to set meeting date for early March.**

c. Data/indicators discussion

    i.   SDMP KPIs

        1. The upcoming public dashboard is intended to tell the KPI picture in a holistic way to show how we're doing as a community. The JHTTB/UW dashboard group will be seeking input from DSC members on preferred dashboard indicators via a stakeholder survey.

        2. Some DSC members suggested there may be redundancy in the work of the DSC and other community organizations and that the DSC should focus on unique goals such as marketing/education, visitor flow management, data, and governance. Other members agreed that the DSC doesn't need to lead on all eight goals but should consider all goals as part of destination management. The DSC is trying to find the "sweet spot" between supporting others' work and leading new initiatives. There are places where the DSC is more passive and more active, and the group needs to define these.

    ii.   Quarterly/biannual reports

        1. The group discussed optimal methods and frequency for reporting out on DSC actions/news to the public. Members suggested that each group of constituents prefers a different level of detail and content, so communications should be tailored to each audience. Some audiences only want to read an executive summary level of info. Audiences also may prefer different media such as video rather than text.

        2. Members suggested multiple layers of communications beginning with the current monthly newsletter containing general high-level info. The JHTTB suggested adding a more detailed SDMP updated to its annual report as a separate document that could be shared individually with constituents. The middle layer of communication could be deeper dives

(including press releases) for each audience potentially scheduled around larger news events and action items.

3. Members noted that hospitality partners want to know how lodging funds and WOT grant money are being spent and the subsequent benefits incurred in the community. Other sectors may want to know how their work is aligning with the SDMP and the DSC's work.

4. Members noted that highlighting some specific data indicators on each report would be helpful to audiences. A more detailed look at indicators could be provided annually for experts.

5. The timing of communications is critical based on seasonality and availability. Some DSC members preferr a regular communications cadence, potentially quarterly. Information could also be sent to large-scale listservs (nonprofit, business) to increase the audience.

6. **ACTION ITEM: JHTTB to send DSC/SDMP press release to recap SDMP Phase 1 via multiple channels and media.**

7. **ACTION ITEM: JHTTB contractors to potentially include high-level annual DSC/SDMP overview in annual report (as directed by JHTTB board). JHTTB to continue to send monthly newsletters.**

8. **ACTION ITEM: JHTTB to identify data indicators to highlight in upcoming communications.**

4. Remaining SDMP Phase 1 Action Items
    a. Visitor management action team (SDMP Initiative 2.1)
        i. The DMC presented information about similar historical visitor management issues from 100 years ago.
        ii. DSC members noted that many visitor management issues include impacts from local residents as well as visitors. Members suggested that messaging targets tourists and locals to avoid an "us against them" mindset.
        iii. The visitor management section requires holistically connecting all SDMP goals and entities. Some coordination and decision-making may be hindered by the current lack of a DMMO.
        iv. DSC members including GTNP, YNP, BTNF, and JHMR have been actively developing visitor management studies, plans, and actions that can help inform regional integration. YNP's planning process began 10 years ago to identify impacts and actions at specific sites as well as indicators that could potentially trigger regional actions. YNP

is studying impacts of visitation on resources, infrastructure, and gateway communities.

1. The process involves identifying issues to be solved, defining goals, and understanding what "problems" and "successes" mean to the communities. After that, tactics may be identified to take action. However, different user groups define "problems" differently.

v. DSC members asked if park social scientists could present to the DSC group about their work on what questions should be posed to begin the process.

b. **ACTION ITEM: DMC to create March DSC agenda with specific goals for DSC to determine visitor management priorities, next steps, and timeline.**

5. SDMP Phase 2 intro
   a. The DSC did not have time to discuss [Phase 2 implementation priorities](#).

6. Updates from DSC members
   a. Public engagement opportunities:
      i. [Transportation Expo](#) on Engage Teton County
      ii. Airport pilot [shuttle survey](#)
      iii. [BTNF Snake River User Fees](#) comment period
      iv. GTNP visitor use management invitational event: April 30, 2024

7. Logistics
   a. The next DMMO add-on meeting is planned for April 2024. March will be a regular meeting with the date of March 21, 2024, to avoid spring break.

Attended:
- 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 (online)
- 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
- Julien Hass, community at large

- Ryan Stolp, community at large (online)
- Mary Bess, JHTTB Sustainability Committee
- Crista Valentino, JHTTB Executive Director
- Lindsey Ehinger, JHTTB Destination Management Coordinator

Absent:
- Jim Wollenburg, Wyoming Office of Tourism Global Partnerships Senior Manager