

Destination Stewardship Council (DSC) Meeting #15

Thursday, April 25, 2024

9:30 am - 12:30 pm

Teton County Library Ordway Auditorium

AGENDA

1. Welcome of new/substitute/guest members
2. DMMO discussion
 - a. Ms. Valentino laid out the agenda for the meeting, noting that the next step forward should be a collective step. This DRAFT information is confidential as it's not yet finished and now is a time for feedback and reforming before action is taken. Ms. Valentino recognized the importance of management for the destination and provided background on the JHTTB, the contractors, and the Board.
 - b. Ms. Dahl reviewed where we've been and how we've gotten to where we are today. The goal for the April/May timeline is to select our vision to move forward. Ms. Dahl mentioned that we should be very clear on future thinking and encouraged the group to take what we've been working on and find ways to move it forward collectively.
 - c. Ms. Dahl reviewed the purpose of destination management and the pros/cons of a public agency vs. a private entity as a DMMO structure. Ms. Dahl conducted 12 interviews with local stakeholders to gain feedback at early stages of DMMO vision development. A DMMO structure survey was also sent to eight similar destinations. Ms. Dahl shared takeaways from both interviews and the survey. Ms. Dahl noted there was a lot of information about how Joint Powers Boards in Wyoming operate and why Teton County operates so uniquely.
 - d. Ms. Dahl reviewed the DMMO survey results. A majority of budgets are very reliant on the lodging tax. Ms. Dahl also researched Visit Cheyenne and Sweetwater County in Wyoming to look at additional ways a Lodging Tax Board can be set up through their establishment agreements.
 - e. Ms. Dahl shared a draft document outlining two DMMO structure options. The group presented questions.
 - f. The group discussed their opinions on the pros and cons for each option.
 - g. Next steps: The Core Team will review the majority option decided upon by the group and outline potential next steps forward. A flushed out version of the option will be presented at the next DMMO meeting for final review by the DSC.

3. Updates from DSC members

- a. GTNP visitor management stakeholder meeting: April 30, 2024

4. Logistics

- a. The DMMO discussion extended through the regularly scheduled DSC meeting. The establishment of a DMMO structure is a top priority of the DSC at this time.
- b. Supermeeting with DMMO + DSC: May 23, 2024, in **Teton Village**

Invited:

- Chip Jenkins, GTNP Superintendent
 - Substitute: Jeremy Barnum, GTNP Chief of Staff
- 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
- Julien Hass, community at large
- Ryan Stolp, community at large
- Mary Bess, JHTTB Sustainability Committee
- Jim Wollenburg (Ex-Officio), Wyoming Office of Tourism Global Partnerships Senior Manager
- Crista Valentino, JHTTB Executive Director
- Lindsey Ehinger, JHTTB Destination Management Coordinator

Attended:

- Jeremy Barnum
- Elizabeth Birnie
- Arne Jorgensen
- Wes Gardner
- Mary Bess
- Christina White
- Julien Hass (virtual)
- Ned Wonson (virtual)
- Mark Barron (virtual - first half only)

- Kristin Dahl (DMMO facilitator)
- Crista Valentino
- Lindsey Ehinger

Absent:

- Ryan Stolp
- Rick Howe
- Mary Cernicek