

Destination Stewardship Council (DSC) Meeting #16

Thursday, May 23, 2024

11:00 am - 12:30 pm

Jackson Hole Mountain Resort

MINUTES

1. DMMO Discussion

- a. Crosscurrent Consulting provided a revised detailed recommendation for a DMMO structure based on previous meetings. The DSC members asked clarifying questions and endorsed moving forward with the proposed option. Crosscurrent Consulting will provide the DSC with a final revised document to review. The next step is for the DSC to recommend the DMMO structure at the June 13, 2024, JHTTB board meeting.

2. SDMP implementation challenges/feedback

a. Marketing/Education

- i. JHTTB marketing manager John Bowers is creating open access slide decks and a marketing/education toolkit based on the common themes that emerged from stakeholder and working group surveys. The toolkit will enable organizations to speak with common language about similar talking points but using their own branding and style.
- ii. Based on recommendations from the transit working group, the JHTTB updated its travel/traffic alerts page with information from WYDOT (including the 511 Notify service and the Snake River bridge construction page) to address traffic congestion around Highway 22. The JHTTB also created a blog post with alternative itineraries/routes that enhance the visitor experience while simultaneously reducing traffic at peak periods/locations.
- iii. The JHTTB was approached by an individual interested in creating a "How to JH" guide (a phase 1 action item). Stacy Oliver is interested in meeting with DSC members to obtain preliminary scoping information about potential formats and content.

b. Workforce

- i. The workforce working group has made progress on several initiatives including creating a resource catalog for workers and employers, adding resources to the JH Chamber website, providing feedback on an upcoming workforce welcome/training event, creating a Facebook page with resources/events/specials for workers, planning for development of a robust worker training platform, and connecting employers with various workforce pipeline

development initiatives (including connections with JHHS, CWC, and UW).

- c. Indicators
 - i. The public tourism indicator dashboard is expected to be released in Fall 2024. University of Wyoming will be conducting a visitor intercept survey this summer and may be contacting DSC members for permission to conduct surveys at various locations around the destination.
 - d. Governance
 - i. The DSC discussed official statements and public comment policies. The DSC members do not plan to have members vote, take stances, or provide statements on individual issues but they feel comfortable “endorsing” or providing “strong support” where appropriate. If the group is relatively evenly split on an issue, then it would require more discussion before moving forward with DSC support. The verbiage used to describe DSC support should be representative of any dissension within the group on moving forward.
 - ii. DSC members can make public comment on any issue on behalf of their organization or self but not on behalf of the DSC. Since the DSC is not taking official stances on any issues, there is no need for DSC representation at any community events.
3. SDMP Phase 2
- a. Phase 2 [implementation priorities](#)
 - i. Group members identified which Phase 2 initiatives they considered of high, medium, or low/no importance. Group members also identified which initiatives their own organization could potentially help implement.
 - 1. Group members discussed the importance of creating a community engagement manager role to communicate about the impacts of tourism and SDMP implementation.
 - ii. Next steps:
 - 1. **ACTION ITEM:** Lindsey will summarize the results of the prioritization and implementation exercise prior to the June DSC meeting.
 - 2. At the next DSC meeting, members will focus on which initiatives are currently being implemented and/or have the potential to be implemented by DSC members. The DSC will also discuss why some initiatives received low levels of support. These discussions will help the eventual DMMO understand how to move the SDMP implementation forward

based on current actions, capacity gaps, and community priorities.

4. Logistics

- a. Regular meeting on June 27, 2024, at **Community Foundation of JH**

Attended:

- Jeremy Barnum, GTNP Chief of Staff (substitute for Chip Jenkins)
- 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
- Jerry Blann, JH AIR (substitute for Mark Barron)
- Elizabeth Birnie, Community Foundation of JH Philanthropy Officer
- Ned Wonson, JHMR Marketing Director
- Julien Hass, community at large (virtual for second half)
- Ryan Stolp, community at large
- Mary Bess, JHTTB Sustainability Committee
- Erik Dombroski, JHTTB Board Chair (DMMO working group member, first half)
- Crista Valentino, JHTTB Executive Director
- Lindsey Ehinger, JHTTB Destination Management Coordinator