

Destination Stewardship Council (DSC) Meeting #18

Thursday, July 25, 2024

11:00 am - 12:30 pm

Community Foundation of Jackson Hole

MINUTES

1. DSC communications and outreach

a. Internal:

- i. Members are encouraged to thoroughly read the DMC reports to enhance the efficiency and depth of meeting discussions.

b. External:

- i. The JHTTB's "Selfie Control" campaign [public toolkit](#) was released on July 24, 2024. It is located on the JHTTB's industry website under "industry assets." Physical content is also available for any organization to use. The publicly available tools and content directly fulfill SDMP Phase 2 coordinated messaging initiatives. The Instagram filter is open sourced so any destination could use it with their own branding. The JHTTB will be tracking analytics to better understand how the materials are being used.

c. Public Engagement:

i. [GTNP visitor management](#)

1. GTNP is collecting public comment through August 12. In 2021, GTNP began a visitor use study with stakeholder workshops and experience surveys. They have taken the feedback and are working to identify visitors' preferred conditions. The process has shown the importance of taking enough time to understand goals and ideals before moving to management tactics.

ii. [START/transit commuter survey](#)

1. START is aiming to better understand commuter needs in order to improve services.

iii. [Housing dashboard](#)

1. The DMC participated on the Community Foundation of Jackson Hole's Housing Collective group that produced the housing dashboard. The group is seeking feedback on the website.

2. SDMP implementation updates/feedback

a. Workforce

- i. Members of the workforce working group created a [Facebook group](#) to be used as a resource for the Jackson Hole workforce. It contains events, resources (including mental health organizations, food assistance, immigration advice, etc.), and opportunities for connection. It will also include workforce development and training resources such as the

Chamber of Commerce's workforce training video. This project was inspired by the DSC but is not being managed by the DSC. The project directly addresses several items in the SDMP.

b. Transit

i. Airport shuttle status

1. START is continuing funding conversations with the JHTTB, Jackson Hole Airport (JAC), and the Town and County for the airport shuttle to potentially run in winter '24/'25.

c. Governance

i. DMMO update

1. The JHTTB executive director will be presenting DMMO recommendations in a County workshop on July 29. She plans to request to come back with a vote to adjust the bylaws and adopt the SDMP.

3. SDMP Phase 2

a. Phase 2 implementation items

- i. In May 2024, the DSC identified Phase 2 implementation items that received high, medium, and low levels of support from members. In July, DSC members began to review each item in Phase 2 to determine the current implementation status, current/potential leaders (including a DMMO), and how the DSC can support implementation.
- ii. The DMC suggested that items that are led by external organizations could be asked to provide an update to the DMC monthly to enhance responsibility and accountability. The DSC recommended evaluating each item on a case by case basis to ensure that reporting isn't too burdensome for organizations.
- iii. The JHTTB is currently leading on the majority of the top priority items related to marketing/education. DSC members requested more detailed information about how some of the broadly-worded SDMP items are being implemented, budgeted, and funded. The DMC suggested that more information could be made available similar to the SDMP Phase 1 progress tracker that is currently on the JHTTB website.
- iv. DSC members suggested identifying which Phase 2 items are envisioned to be included in the scope of work for a DMMO. The JHTTB executive director listed the Phase 2 items that she planned to include in the scope of work. DSC members suggested including additional Phase 2 items to enhance the leadership role of the DMMO in areas such as sustainability and cohesive community engagement on tourism management. Members suggested that the DMMO's endorsement could bring a higher level of commitment, focus, funding, and urgency to issues in conjunction with outside implementing organizations. The JHTTB reminded members that lodging tax funding options will remain limited by state state for the future DMMO.

4. Logistics

- a. **ACTION ITEM:** The DMC will outline more detailed work in progress on each of the SDMP Phase 2 items prior to the next meeting. DSC members are asked to review this document to expedite the discussion process on next implementation steps for each item.
- b. The August DSC meeting that had been canceled due to multiple conflicts will now be held as an optional working group meeting.
- c. Due to the significant amount of discussion time required to address current and upcoming SDMP implementation tasks, members suggested increasing the recurring DSC meeting time and moving it to 10:00 am - 12:00 pm. The DMC will confirm this change with all group members before implementing it.

Attended:

- Jeremy Barnum, GTNP Chief of Staff (sub)
- Bekee Hotze, BTNF Deputy Forest Supervisor
- Wes Gardner, Teton County Commissioner
- Arne Jorgensen, Jackson Town Councilman
- Rick Howe, JH Chamber of Commerce President/CEO
- Mark Barron, JH AIR
 - Attended from 11:00 am - 11:30 am
- 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
 - Johanna Holbrook, JHTTB Sustainability Committee Chair (guest)
- Crista Valentino, JHTTB Executive Director
- Lindsey Ehinger, JHTTB Destination Management Coordinator
- John Bowers, JHTTB Marketing Manager
- Britney Magleby, JHTTB Communications Manager

Absent:

- Christina White, YNP Chief of External Affairs and Partnerships