

## Destination Stewardship Council (DSC) Meeting #17

Thursday, June 27, 2024

11:00 am - 12:30 pm

Community Foundation of Jackson Hole

### MINUTES

#### ACTION ITEM SUMMARY:

- **ALL DSC members** to share the [alternative itinerary traffic blog post](#) with their frontline workers and networks.
- **Lindsey** to ask workforce working group members for feedback from employees who attended the “Welcome to JH”/frontline training event.
- **ALL DSC members** to share the [beta housing dashboard](#) with their networks and provide feedback on the site.
- **Arne and Crista** to continue to be in touch with START regarding airport shuttle funding needs and asks. The business/tourism community could be asked to participate based on the stated needs.
- **Lindsey** to direct the DSC Transit working group to discuss data collection (including tourism industry ridership needs) and funding options at their next meeting.
- **Christina** to send Lindsey YNP’s visitor sentiment survey; **Lindsey** to share with UW’s indicator team to cross-reference survey questions.
- **Crista** to continue to meet with elected officials individually to discuss DMMO and SDMP adoption prior to any planned workshops and/or votes by the electeds.

#### 1. DSC communications and outreach

##### a. *External:*

- i. May “[Responsible Tourism Rundown](#)” newsletter
  1. The DSC/SDMP newsletter typically comes out once a month, but this month will be delayed due to Teton Pass communications.
- ii. June 12 Hospitality Partners Update - [recording and resources](#)
  1. Agenda was changed to update business community about Teton Pass closure communications.
- iii. Traffic congestion - alternative itineraries [blog post](#)
  1. The JHTTB created this information to direct guests to alternative itineraries and activities that will simultaneously reduce traffic in peak areas/times. It will be shared with multiple listservs this month.

2. **ACTION ITEM:** DSC members are asked to share the alternative itinerary traffic blog post with their frontline workers and networks.
  - iv. Regional map with responsible visitation messaging
    1. The JHTTB and JHCC jointly created a regional map with responsible visitation messaging. The messaging resulted from a collaboration with the DSC marketing/education working group and included input from community stakeholders via a community-wide survey. The map has been distributed to many regional agencies, visitor centers, and hotels.
  - v. JHTTB press releases on lodging tax spending impacts
    1. The JHTTB has developed a communications plan to communicate the positive impacts of tourism to residents. The outreach will continue through 2025. Engagement information will be available in July.
    2. Paid ads are in local outlets such as radio, JH News & Guide, and Buckrail.
    3. The JHTTB's own social media platforms are dedicated to visitors. The visitation impact outreach has been picked up by other local social media outlets but maintains JHTTB branding.
    4. Public comment on the pages can be negative, as many people are not aware of the work being done or the JHTTB funding restrictions. JHTTB contractors are monitoring comments to determine what further education topics may be helpful for residents. DSC members noted that it is important to reach out to industry leaders, local influencers, stakeholders, and frontline workers to be efficient with time spent on education and outreach.
  - b. *Internal:*
    - i. DMC Report
  - c. *Communications Report:*
    - i. May comms report
2. SDMP implementation updates/feedback
- a. Marketing/Education
    - i. Teton Pass [closure info for visitors](#)
      1. JHTTB contractors created a new webpage to collect information for visitors regarding the Teton Pass closure.
    - ii. Wildlife campaign launched: <https://visitjacksonhole.com/wildlife>
      1. The JHTTB will be creating a toolkit that will be open source and available for any local or outside agency to utilize. DSC

members appreciate that the wildlife campaign provides great synergy with the work and messaging goals of federal agencies as well as addressing local residents' concerns.

iii. "JH Guide" meetings

1. Multiple DSC members participated in interviews with Stacy Oliver over the past month for the scoping/exploratory phase of the "JH Guide" project.

b. Workforce

- i. Deliverable - The JHCC hosted a "Welcome to JH"/workforce training event on June 5, 2024.

1. **ACTION ITEM** - Lindsey to ask workforce working group members for feedback from employees who attended the event.

c. Housing

- i. Community Foundation's [Housing Dashboard](#)

1. The Destination Management Coordinator participated in the Community Foundation's Housing Collective group that put together the dashboard. The participation is directly in line with the SDMP's housing section. The DSC is not leading the work but is participating to ensure the voice of tourism is included in addressing the problems and creating potential solutions.
2. Some DSC members have already found the housing dashboard to be helpful in communicating the data to articulate local housing challenges and complexities to their outside partners.
3. **ACTION ITEM:** DSC members are asked to share the beta housing dashboard with their networks and provide feedback on the site.

d. Transit

- i. Airport shuttle status

1. The funding status for an airport shuttle in winter 2024/2025 is unclear but will be decided in the next month. START is interested in diverse funding streams. The SDMP outlines initiatives to ensure that the tourism community is involved in discussions and can advocate or participate in funding solutions as appropriate. The JHTTB, Town, County, and START have been discussing funding options. The DSC is ready to reach out to their networks if START asks for assistance.
2. **ACTION ITEM:** Arne and Crista will continue to be in touch with START regarding funding needs and asks. The business community could be asked to participate based on the stated needs.

3. **ACTION ITEM:** The DSC Transit working group will discuss data collection (including tourism industry ridership needs) and funding options at their next meeting.

e. Indicators

i. Summer visitor intercept survey

1. The JHTTB and UW are conducting the second round of the visitor intercept survey this summer. A resident sentiment survey is also expected to be released this fall.
2. YNP is also doing a visitor sentiment survey this summer. The survey will compare visitor perceptions and demographics to the previous survey in 2017/2018.
  - a. **ACTION ITEM:** Christina to send Lindsey their sentiment survey; Lindsey to share with UW's indicator team to cross-reference survey questions.

f. Governance

i. DMMO next steps

1. The JHTTB unanimously approved moving forward with DSC's recommendation. Crista will be drafting a DMMO scope of work for the DSC's review over the coming months.
2. Public comment from DSC members, including the parks and the JHCC, is critical to enabling elected officials to understand the importance and impact of the SDMP and DSC.
3. **ACTION ITEM:** Crista to meet with elected officials individually to discuss DMMO and SDMP adoption prior to any planned workshops and/or votes by the electeds.

3. Logistics

a. Upcoming meeting schedule feasibility:

- i. Nearly half of the DSC members have conflicts for the August meeting date, so that meeting will be canceled.

**Invited:**

- 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
- 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
- Jim Wollenburg, Wyoming Office of Tourism Global Partnerships Senior Manager (ex-officio)
- Mary Bess, JHTTB Sustainability Committee
- Crista Valentino, JHTTB Executive Director
- Lindsey Ehinger, JHTTB Destination Management Coordinator

**Attended:**

- Chip Jenkins, GTNP Superintendent
- Christina White, YNP Chief of External Affairs and Partnerships
- Mary Cernicek, BTNF Public Affairs Officer (virtual)
- Wes Gardner, Teton County Commissioner
- Arne Jorgensen, Jackson Town Councilman
- Rick Howe, JH Chamber of Commerce President/CEO
  - Sub: Justin Walters (virtual)
- Mark Barron, JH AIR
- Elizabeth Birnie, Community Foundation of JH Philanthropy Officer
- Ned Wonson, JHMR Marketing Director (virtual)
- Julien Hass, community at large
- Ryan Stolp, community at large
- Mary Bess, JHTTB Sustainability Committee
- Crista Valentino, JHTTB Executive Director (virtual)
- Lindsey Ehinger, JHTTB Destination Management Coordinator
- Brit Magelby, JHTTB Communications Manager (virtual)
- John Bowers, JHTTB Marketing Manager (virtual)

**Absent:**

- Mark Barron, JH AIR