

## Destination Stewardship Council (DSC) Meeting #23

Thursday, January 23, 2025

10:00 am - 12:00 pm

Teton County Library (and [zoom](#) if necessary)

### MINUTES

#### ACTION ITEM SUMMARY:

- A subgroup of DSC members agreed to move forward with planning a “Mending Relationships” workshop with Cherokee Brown for the tourism industry.
1. Welcome of new/substitute/guest members
    - a. N/A
  2. DSC communications and outreach
    - a. Internal:
      - i. January DMC Report
    - b. External:
      - i. Responsible Tourism Rundown listserv
        1. The JHTTB Communications Manager will check to make sure all members are currently signed up after the CRM change.
    - c. Public Engagement:
      - i. JHTTB public engagement forum (Jan. 14, 2025)
        1. DSC members noted high levels of participation and energy from a large variety of hosting organizations and attendees. Members suggested improvements including adding presentation times, providing general tourism summaries/goals, encouraging active audience participation, and setting content expectations more clearly ahead of the event. Members suggested that the event should be held annually and discussed their potential ability to provide more time and/or funding to future event planning/implementation.
  3. SDMP implementation
    - a. Marketing/Education:
      - i. The Destination Management Coordinator (DMC) updated the [Progress Tracker](#) in early January. For Phase 1, 17 out of 18 priority action items are in progress, ongoing, or complete. For Phase 2, 24 out of 29 items are in progress, ongoing, or complete. Phase 3 begins in February 2025.
      - ii. The DMC created a list of [top working group outcomes](#) for the marketing/education working group. The DMC plans to create consolidated high-level outcomes summaries for other working groups.

- iii. The National Elk Refuge will be joining the marketing/education working group to collaborate on visitor management techniques.
- b. Workforce:
  - i. **ACTION ITEM:** A subgroup of DSC members agreed to move forward with planning a “Mending Relationships” workshop with Cherokee Brown for the tourism industry.
- c. Housing:
  - i. The DSC reviewed the outcomes and next steps for housing as summarized in the [Dec. 2024 DSC minutes](#).
- d. Transit:
  - i. The DSC Transit Working Group members came together to initiate an ambassador program at the Teton Village bus stop over the holiday period. Teton Village Association worked with Jackson Hole Mountain Resort employees and DSC member Julien Hass to initiate the program. The successful pilot improved visitor experience by utilizing ambassadors to answer questions, direct pedestrian traffic, and promote Transit app usage at the bus stop during busy afternoon periods.
- e. Monitoring/Indicators:
  - i. The [tourism dashboard](#) went live on Jan. 14, 2025. The next steps will be to incorporate user feedback on the dashboard’s usefulness and potential additional indicators. The dashboard has received international attention and will be presented at an upcoming tourism conference in Ireland. The JHTTB/Chamber may present the dashboard to business owners at an upcoming business development luncheon.
- f. Governance:
  - i. DMMO RFP applicant questions/answers have been posted publicly on the visitjacksonhole.com website. The JHHTB Executive Director will present updates to the Town/County on February 3, 2025. The DSC will suggest interview questions at the February DSC meeting.

#### 4. DSC transition

- a. The DSC reflected on its [Terms of Reference](#). The role of the DSC will evolve if/when a DMMO takes ownership of the SDMP. The future of the DSC will likely be determined through ongoing conversations with the DSC, JHTTB, and eventual DMMO. The DSC currently reports to the JHTTB.
- b. Current Strengths:
  - i. Members commented that the current form of the DSC is valuable for both members and the destination as a whole. One of the core strengths of the DSC is providing an opportunity for members from different backgrounds to coordinate, network, and exchange ideas. Members appreciated the regular meeting cadence and format to collectively discuss wide-ranging community issues.
  - ii. Members found value in DSC discussions and incorporated others’ feedback into their own organization’s decision-making process even if/when the

DSC was not tasked with making a specific aligned recommendation. The DSC's diversity of experience, backgrounds, and community touchpoints provides an intangible benefit that helps inform individual members' actions.

- iii. The DSC is seen by some as similar to a planning commission or advisory committee. The fact that the DSC has no formal power to make decisions or take actions is seen as a potential strength in that it can minimize any perceived tendency to advance personal agendas.
  - iv. The current structure with a paid DSC leader/facilitator was noted as an important component to the group's success. Currently, the JHTTB funds the DMC. Members noted that the DSC must be valuable to the organization paying for the facilitator in order to continue with that structure.
- c. Current gaps:
- i. DSC members discussed potential missing voices in the group, including the National Elk Refuge, a restaurateur/retailer, property management/vacation rental agency, and dedicated lodging representative. DSC members noted that current members often wear multiple hats, so lodging and business owners do currently have representation. The Wyoming Office of Tourism is represented as an ex-officio member but has not regularly attended meetings.
  - ii. Members voiced that the size of the DSC could fluctuate based on the function and issues. Members would be accountable to each other in regard to attendance and participation.
- d. Potential changes:
- i. DSC members recommended reevaluating the meeting frequency depending on adjusted agenda content upon DMMO formation. Members questioned whether a small group could lead agenda-setting and lead meetings to enhance the sustainability of the leadership. Members also questioned how current working groups may evolve after DMMO formation.

## 5. Logistics

- a. Due to meeting room availability, the February DSC meeting will be held at the BTNF offices.

### Invited:

- DSC Members:
  - Chip Jenkins, GTNP Superintendent
  - Christina White, YNP Chief of External Affairs and Partnerships
  - Bekee Hotze, BTNF Deputy Forest Supervisor
  - Wes Gardner, Teton County Commissioner
  - Arne Jorgensen, Jackson Town Councilman
  - Rick Howe, JH Chamber of Commerce President/CEO

- Derek Goodson, JH AIR Board Member
- 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)
- Jim Wollenburg, Wyoming Office of Tourism Global Partnerships Senior Manager (ex-officio)
- JHTTB Contractors:
  - Crista Valentino, JHTTB Executive Director
  - John Bowers, JHTTB Marketing Manager
  - Lindsey Ehinger, JHTTB Destination Management Coordinator
  - Britney Magleby, JHTTB Communications Manager

**Attended:**

- DSC Members:
  - Chip Jenkins, GTNP Superintendent
    - Jeremy Barnum
  - Bekee Hotze, BTNF Deputy Forest Supervisor
  - Rick Howe, JH Chamber of Commerce President/CEO
  - Derek Goodson, JH AIR Board Member
  - Elizabeth Birnie, Community Foundation of JH Philanthropy Officer
  - Julien Hass, community at large
  - Ryan Stolp, community at large
  - Mary Bess, JHTTB Sustainability Committee
  - Johanna Holbrook, JHTTB Sustainability Committee Chair (guest)
- JHTTB Contractors:
  - Crista Valentino, JHTTB Executive Director
  - Lindsey Ehinger, JHTTB Destination Management Coordinator
  - Britney Magleby, JHTTB Communications Manager

**Not Present:**

- DSC Members:
  - Christina White, YNP Chief of External Affairs and Partnerships
  - Wes Gardner, Teton County Commissioner
  - Arne Jorgensen, Jackson Town Councilman
  - Ned Wonson, JHMR Marketing Director
  - Jim Wollenburg, Wyoming Office of Tourism Global Partnerships Senior Manager (ex-officio)
- JHTTB Contractors:
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