

Destination Stewardship Council (DSC) Meeting #20

Thursday, October 24, 2024

10:00 am - 12:00 pm

Teton County Library and [zoom](#)

MINUTES

ACTION ITEM SUMMARY:

- The JHTTB to confirm January public engagement forum date and send calendar holds.
- The DMC (Lindsey) to connect interested DSC members with frontline workforce training project leader Dan McCoy of UW.
- The JHTTB to create new messaging on destination-wide accessibility details. Ryan Stolp to contribute resources.
- The DMC (Lindsey) to follow up on “Mending Relationships” workshop details.
- The DMC (Lindsey) to follow up with additional details on an application process for a new DSC member from the lodging community.

1. DSC communications and outreach

a. Public Engagement

i. JHTTB public engagement forum (Jan. 14 or 15, 2025)

1. **ACTION ITEM:** JHTTB to confirm dates and send calendar holds.

2. SDMP implementation updates/feedback

a. Workforce

i. Frontline worker training committee

1. The University of Wyoming is leading a frontline worker training initiative. The content creation will take place this winter with an expected release date of summer 2025.
2. **ACTION ITEM:** DMC (Lindsey) to connect interested DSC members with frontline workforce training project leader Dan McCoy of UW.

b. Transit

i. Airport shuttle pilot phase 2 [press release](#) and [media kit](#)

1. DSC members exchanged resources and marketing/communications ideas for the second phase of the airport shuttle pilot. DSC member Ryan Stolp (Orijin Media) is working with the airport on marketing. DSC members discussed incentives and ways to get lodging partners onboard with shuttle promotion.

c. Climate

i. Mountain Towns 2030 (MT2030) conference

1. The DSC discussed takeaways from MT2030 including innovative destination-wide climate action funding/implementation models

and transportation solutions. The DSC identified leading local climate organizations whose work could potentially be amplified and supported in new ways based on needs.

d. Governance

i. DMMO update

1. DSC members discussed questions about the current RFP including initial and ongoing evaluation criteria, the RFP process details, Town/County approval, future JHTTB Board involvement, decision-making abilities, and DMMO check-ins/guidance.

ii. SDMP adoption update

1. The SDMP is not yet in the process of being adopted by the Town or County.

e. Social Sustainability and Diversity, Equity, and Inclusion (DEI)

i. Tourism Cares Meaningful Travel Summit recap

1. **ACTION ITEM:** The JHTTB to create new messaging on destination-wide accessibility details. Ryan Stolp to contribute resources.

ii. Cherokee Brown - “Mending Relationships” workshop

1. The DSC is interested in presenting Cherokee Brown’s workshop for members of the tourism industry. The tentative timing is planned for January 2025. The DSC will discuss sponsorship and coordination details this winter.
2. **ACTION ITEM:** Lindsey to follow up on “Mending Relationships” workshop details.

3. Logistics

a. Upcoming meeting schedule:

i. November 21, 2024 - early due to holiday

1. The guest speaker will be Wendy Martinez, Director of Housing Solutions at the Community Foundation of Jackson Hole.
2. Kristin Dahl is bringing a Destination Stewardship Collaborative from Big Sky to visit Jackson Hole in November. DSC members are interested in meeting up to exchange best practices outside of the regularly scheduled DSC meeting.

ii. December 12, 2024 - very early due to holiday

iii. The 2025 meeting schedule is tentatively set for the following dates.

Meeting times are subject to change with the potential new DMMO.

1. January 23
2. February 27
3. March 20 (one week early due to spring break)
4. April 24
5. May 22
6. June 26
7. July 24

8. August 28
 9. September 25
 10. October 23
 11. November 20 (one week early due to Thanksgiving)
 12. December 11 (two weeks early due to Christmas)
- b. Lodging community representative added to DSC?
- i. DSC members discussed adding a DSC member to represent the lodging industry. Members noted some existing members already are affiliated with the lodging community (JHMR lodging, Spring Creek, Chamber of Commerce). Additional discussion is necessary to determine how the lodging industry member could best fill existing representation gaps in the DSC.
 - ii. **ACTION ITEM:** DMC (Lindsey) to follow up with additional details in the November DSC meeting with an application process likely in January.

Attended:

- DSC Members:
 - Wes Gardner, Teton County Commissioner
 - Arne Jorgensen, Jackson Town Councilman
 - Derek Goodson, JH AIR Board Member
 - Elizabeth Birnie, Community Foundation of JH Philanthropy Officer
 - Ryan Stolp, community at large
 - Ned Wonson, JHMR Marketing Director (online for $\frac{2}{3}$)
 - Julien Hass, community at large (online for half)
 - Justin Walters, JH Chamber of Commerce Director of Visitor Services (online for portion)
 - Johanna Holbrook, JHTTB Sustainability Committee Chair (guest - online)
- JHTTB Contractors:
 - John Bowers, JHTTB Marketing Manager (online)
 - Lindsey Ehinger, JHTTB Destination Management Coordinator
 - Britney Magleby, JHTTB Communications Manager

Not Present:

- DSC Members:
 - Chip Jenkins, GTNP Superintendent
 - Christina White, YNP Chief of External Affairs and Partnerships
 - Bekee Hotze, BTNF Deputy Forest Supervisor
 - Mary Bess, JHTTB Sustainability Committee
- JHTTB Contractors:
 - Crista Valentino, JHTTB Executive Director