

Destination Stewardship Council (DSC) Meeting #22

Thursday, December 12, 2024

10:00 am - 12:00 pm

Teton County Library

MINUTES

ACTION ITEM SUMMARY:

- Jan. 14 public engagement event:
 - **DSC members** to share the event info with their networks. The JHTTB will provide marketing materials.
 - **Lindsey** (JHTTB DMC) to create a SDMP FAQ sheet for booth hosts.
 - **Lindsey** (JHTTB DMC) to create/share a list of everyone currently working on implementing the SDMP.
- DMMO:
 - **Crista** (JHTTB Executive Director) to create google doc for collating DSC members' suggested DMMO interview questions.
- Housing:
 - **Town and County DSC representatives** to inform JHTTB, JHCC, and DSC about specific upcoming projects/topics so the groups can inform their stakeholders and ask for feedback.
 - **DSC members** to pass on recommendations to the DMMO for understanding/communicating industry impacts.
 - **Lindsey** (JHTTB DMC) to talk to Wendy about the optimal timing for sending a survey to tourism industry members to identify housing needs.
 - **DSC members** to reevaluate the existing SDMP housing initiatives to determine which priority actions are still recommended.

1. DSC communications and outreach

a. Internal:

- i. December DMC Report

b. Public Engagement:

- i. JHTTB public engagement forum (Jan. 14, 2025)
 - 1. The public engagement event will provide a forum for public education/outreach on SDMP implementation and will also serve as an opportunity to collect public feedback on tourism in Teton County. Over 30 partner organizations have committed to hosting booths. A hospitality partners update will be held concurrently.
 - 2. **ACTION ITEM:** DSC members to share the event info with their networks. The JHTTB will provide marketing materials.

3. **ACTION ITEM:** Lindsey to create a SDMP FAQ sheet for booth hosts.

2. SDMP implementation updates/feedback

a. Workforce

- i. The University of Wyoming conducted a survey to obtain feedback on content modules for the workforce training program.

b. Transit

- i. JAC airport shared the airport shuttle pilot phase 2 [press release](#) and [media kit](#).
- ii. Public transit incentives/promotion
 1. The DSC transit working group has discussed promoting public transit's economic incentives, user convenience, and environmental benefits. The DSC analyzed the role of the JHTTB and the future DMMO in encouraging visitors to utilize public transit. The DSC discussed the role of advocacy, funding, private hotel shuttles, and overall user experience.
 2. DSC members suggested that the destination management coordinator could reach out to peer destinations to see what works well for their transit programs. DSC members highlighted the importance of understanding goals prior to focusing on tactics.

c. Climate

- i. The Riverwind Foundation received JHTTB community partnership funding to implement portions of SDMP [Initiative 6.4: Guide, support, and incentivize tourism businesses to reduce their carbon footprint](#).

d. Governance

- i. DMMO
 1. The JHTTB has received three letters of intent. RFPs are due Feb. 28, 2025.
 2. The JHTTB is seeking DMMO interview questions from DSC members.
 - a. **ACTION ITEM:** Crista to create a google doc for collating DSC member questions.
- ii. SDMP adoption
 1. The SDMP public engagement event will showcase the wide-ranging community support and work on SDMP implementation.
 2. **ACTION ITEM:** Lindsey to create a list of everyone working on implementing the SDMP.
- iii. DSC's evolving purpose with DMMO
 1. In January, the DSC will discuss its strengths, weaknesses, gaps, value (internally to DSC members and externally to the public), and opportunities.

e. Monitoring/Indicators

- i. The tourism dashboard is in test mode and will be sent to the DSC for high-level feedback. It will be released to the public in January.

f. Housing

i. Confirm next steps from [Nov. DSC meeting](#)

1. Industry outreach and advocacy

- a. DSC members noted that raising the profile of housing issues and enhancing industry interaction locally and at the state/national level can be important means of outreach.
- b. DSC members noted that outside of the JHCC, the tourism industry does not often provide input via public comment or stances on housing projects/topics.
 - i. **ACTION ITEM:** Town and County DSC representatives are to inform JHTTB, JHCC, and DSC about specific upcoming projects/topics so the groups can inform their stakeholders and ask for feedback.

2. Understanding/communicating impacts

- a. The DSC recommends that the future DMMO shall act as the voice of the tourism industry in understanding and communicating the impact of housing issues. The DSC recommends that the DMMO seek information from industry leaders to identify how housing is impacting the industry in terms of quality of visitor experience, worker experience/satisfaction/retention, overtime pay, commute times, traffic, etc.
 - i. **ACTION ITEM:** The DSC to pass on recommendations to the DMMO upon formation.

3. Determining housing needs/goals

- a. **ACTION ITEM:** Lindsey to talk to Wendy about the optimal timing for sending a survey to tourism industry members to identify housing needs.

4. SDMP

- a. **ACTION ITEM:** The DSC recommended reevaluating the existing SDMP initiatives to determine which priority actions are still recommended. The timing could coincide with the work of the Community Foundation's working group.

ii. Other - JH Guide

- 1. The DSC discussed the status of Phase 1 priority action item 1.3.3: Develop a "How to JH" guide. A consultant who conducted a scoping phase recommended the creation of a new dissemination strategy to coordinate existing info. An opportunity exists to create a cohesive voice for the destination. The DSC plans to discuss this item in more detail at a future meeting.

3. [SDMP Phase 2](#)

- a. The [SDMP Progress Tracker](#) will be updated in January with the Phase 2 implementation status. Out of 29 Phase 2 priority action items, 24 are in progress

or complete. Three of the Phase 2 items that have not yet started are in the housing section of the SDMP and will be reviewed by DSC members in the spring for relevance.

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
 - Sub: Jeremy Barnum, GTNP Chief of Staff
 - Bekee Hotze, BTNF Deputy Forest Supervisor
 - Arne Jorgensen, Jackson Town Councilman
 - Derek Goodson, JH AIR Board Member
 - Ned Wonson, JHMR Marketing Director
 - Julien Hass, community at large (partial, virtual)
 - Mary Bess, JHTTB Sustainability Committee
- JHTTB Contractors:
 - Crista Valentino, JHTTB Executive Director

- John Bowers, JHTTB Marketing Manager
- Lindsey Ehinger, JHTTB Destination Management Coordinator
- Britney Magleby, JHTTB Communications Manager
- Observer:
 - Johanna Holbrook, JHTTB Sustainability Committee Chair (guest)

Not Present:

- DSC Members:
 - Christina White, YNP Chief of External Affairs and Partnerships
 - Wes Gardner, Teton County Commissioner
 - Rick Howe, JH Chamber of Commerce President/CEO
 - Elizabeth Birnie, Community Foundation of JH Philanthropy Officer
 - Ryan Stolp, community at large
 - Jim Wollenburg, Wyoming Office of Tourism Global Partnerships Senior Manager (ex-officio)