

Destination Stewardship Council (DSC) Meeting #19

Thursday, September 26, 2024

10:00 am - 12:00 pm

Teton County Library

MINUTES

ACTION ITEM SUMMARY:

- DSC members to provide feedback on the draft DMMO Scope of Work and RFP language.
 - The DMC to follow up with information on Cherokee Brown's "Mending Relationships" workshop.
1. Welcome of new/substitute/guest members
 - a. Derek Goodson - JH AIR Board member
 2. DSC communications and outreach
 - a. Internal:
 - i. September DMC Report
 - b. Public Engagement:
 - i. Mountain Towns 2030
 1. The JHTTB and DSC members will be presenting a workshop on destination management and coordinating various entities.
 - ii. JHTTB public engagement forum (date TBD in mid-January)
 1. The DSC provided feedback on the JHTTB's plan to host a public engagement forum in mid-January 2025. The concept is to invite community organizations who are currently implementing each of the eight SDMP goals to host a table/booth describing their efforts. Community members will be able to learn about SDMP implementation efforts and ask questions directly to the entities involved in different topic areas. The JHTTB will lead robust outreach efforts to ensure community members are aware of their opportunity to engage at the event.
 3. SDMP implementation updates/feedback
 - a. Transit
 - i. Airport shuttle pilot phase 2: The pilot phase 1 FAQs and report are available on START's website. All questions are to be directed to Bruce Abel at START.
 - b. Governance
 - i. DMMO update - The JHTTB has workshopped the proposed DMMO scope of work. The executive director is creating a draft RFP. The DSC, JHTTB, electeds, and County attorney will all have the opportunity to review and

provide comments on the draft RFP before it is released. The ideal timeline would be for the DMMO to start on July 1, 2025, to coincide with the JHTTB's fiscal year, but the actual timeline may vary as needed.

- ii. **ACTION ITEM:** DSC members to provide feedback on draft Scope of Work and RFP language.
- c. Social Sustainability and Diversity, Equity, and Inclusion (DEI)
 - i. Diversity, equity, and inclusion (DEI) initiatives are mentioned briefly in various sections of the SDMP. Our destination's scattered DEI efforts are described in the current situation section (page 15) as a weakness that can undermine long-term sustainability. The Destination Management Coordinator attended a conference on DEI and meaningful travel to learn about how to enhance our destination's work in these areas.
 - ii. The Destination Management Coordinator communicated an opportunity for the tourism industry to attend Cherokee Brown's "Mending Relationships" workshop. Ms. Brown is a resident of the Wind River Reservation and leads workshops on intergenerational trauma and historical context that enable participants to "be better prepared to effectively communicate, educate, assist and empower the Indigenous peoples of their communities."
 - 1. **ACTION ITEM:** The DMC will follow up with more information on this opportunity.

4. SDMP Phase 2

a. Phase 2 [implementation items](#)

- i. DSC members identified leaders and supporting organizations for high priority and medium priority SDMP Phase 2 implementation priorities. For some items, such as workforce representation, the DSC differentiated between actions that each organization could take internally and actions that the destination could work on more collaboratively. DSC members discussed the balance of incorporating stakeholder voices while relying on subject-matter experts to lead where appropriate.
- ii. DSC members identified the need to create an understanding of what responsibility and accountability mean in practice for SDMP implementation items.
- iii. DSC members discussed the implications of tasking the future DMMO with specific action items. The DMMO's scope of work will include the implementation of the SDMP.

5. Logistics

a. Upcoming meeting schedule:

- i. October 24, 2024 (regularly scheduled)
- ii. November 21, 2024 - early due to holiday
- iii. December 12, 2024 - very early due to holiday

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

Attended:

- DSC Members:
 - Chip Jenkins, GTNP Superintendent
 - Christina White, YNP Chief of External Affairs and Partnerships (online)
 - Bekee Hotze, BTNF Deputy Forest Supervisor
 - Wes Gardner, Teton County Commissioner
 - Derek Goodson, JH AIR Board Member
 - Elizabeth Birnie, Community Foundation of JH Philanthropy Officer (online)
 - Ned Wonson, JHMR Marketing Director
 - Julien Hass, community at large
 - Mary Bess, JHTTB Sustainability Committee
- JHTTB Contractors:
 - Lindsey Ehinger, JHTTB Destination Management Coordinator
 - Crista Valentino, JHTTB Executive Director
 - John Bowers, JHTTB Marketing Manager
- Guest:
 - Johanna Holbrook, JHTTB Sustainability Committee Chair (guest)

Absent:

- Arne Jorgensen, Jackson Town Councilman
- Rick Howe, JH Chamber of Commerce President/CEO
- Ryan Stolp, community at large