

Destination Stewardship Council (DSC) Meeting #26

Thursday, April 24, 2025

10:00 am - 12:00 pm

Teton County Library

MINUTES

ACTION ITEMS:

- **JHTTB contractors** to update the JHTTB website with additional information on the DMMO process and timeline.
- **The destination management coordinator (DMC)** to tally SDMP Phase 3 action item prioritization results and rank DSC's top priorities.
- **The DMC** to create a DRAFT document outlining current SDMP Phase 3 implementation status.
- **DSC members** to review the document and identify existing implementation actions to add to the current list.

1. Welcome of new/substitute/guest members

- a. Ex-officio: Piper Singer, Wyoming Office of Tourism Communications Senior Manager (not present)
- b. Guest/future substitute: Alex Lemieux, Jackson Hole Chamber of Commerce Executive Committee Vice President; Silver Dollar Inc. Vice President & Hotel Manager
- c. Guest: Sue Muncaster, Victor Town Councilwoman; Teton Leadership Center Executive Director

2. DSC communications and outreach

- a. Internal
 - i. SDMP Progress Update
 1. Of the 18 phase 1 items, 17 are in progress, ongoing, or complete. Of the 29 phase 2 items, 24 are in progress, ongoing, or complete. Of the 16 phase 3 items, seven are in progress, ongoing, or complete.
 2. The destination management coordinator reminded the DSC that, in the absence of a DMMO, the DSC is currently tasked with overseeing the implementation of the SDMP.
 - ii. April DMC Report
 - iii. April DSC communications roundup (sent to DSC members on Apr. 23)
 - iv. [Responsible Visitation Toolkit](#)
 1. JHTTB marketing manager John Bowers presented the new open-sourced responsible visitation toolkit which is available on

visitjacksonhole.com. John and JHTTB communications manager Brit Magleby will be meeting directly with businesses to present the toolkit and answer questions. DSC members provided feedback and suggestions including enhancing accountability for businesses and their employees, incentivizing training, connecting training with the BEST program and other destination certification training, integrating training with employers' own staff training schedules, and ensuring that frontline workers find personal benefit from the toolkit training content.

b. Upcoming Public Engagement Opportunities

- i. Hospitality partners update: May 13, 12:00 - 1:00 pm
- ii. Welcome JH event: May 13, 5:00 - 8:00 pm

3. SDMP implementation updates/feedback

a. Governance

i. DMMO [Request for Proposals](#)

1. Flash Parker withdrew their [proposal](#). The JHTTB will interview the [Jackson Hole Destination Alliance](#) on May 2, 12:00 - 2:00 pm. The JH Destination Alliance presented to the JH Chamber Board in April.
2. The JHTTB has received and incorporated the DSC's proposed questions. The interview is open for public viewing. JHTTB Board members will be scoring the proposal using a rubric developed with the County Attorney. The JHTTB will host a special meeting in late May to discuss next steps.

ii. DSC member questions/concerns

1. The JHTTB and JHCC met in April to discuss the JHCC's questions. Members brought up concerns about the gravity of the RFP decision and the optics of having a low number of applicants. Members noted the importance of community support on past public processes including the Comprehensive Plan. The JHTTB requested clear written feedback from members and their constituents regarding the contract. Members noted that the DMMO RFP process has been and will continue to be transparent via JHTTB public meetings, DSC meetings, the JHTTB website, and posted minutes.

- a. **ACTION ITEM:** JHTTB contractors to update the JHTTB website with additional information on the DMMO process and timeline.

b. Visitor Management

i. Federal staffing/funding challenges

1. GTNP is fully staffed for the summer, but the BTNF is suffering from significant staffing decreases due to federal funding cuts. The DSC continues to monitor impacts and discuss potential actions accordingly.

c. Workforce

- i. Cherokee Brown is available to present her “Mending Relationships” workshops June 23-30, 2025. DSC members noted that this is a very challenging time for frontline workers during the summer rush. The JHTTB is following up with individual DSC members on sponsorship opportunities.

4. SDMP Phase 3

a. Phase 3 priority action items

- i. DSC members provided feedback on which SDMP phase 3 items they felt were of high, medium, and low/no importance. DSC members also marked which items their organization could help implement.
- ii. The top five priority action items were:
 1. *5.3.2: Convene community and tourism stakeholders as needed to review solutions and support advocacy efforts [related to public transit to the airport, GTNP, and key attractions].*
 2. *1.4.1: Conduct ongoing monitoring of marketing and promotion to understand the impact of destination marketing on visitor demand generation. This should be conducted using a marketing research vendor such as Nielson, for a comprehensive analysis of JHTTB and other brand sales and marketing efforts. This should also include a compilation of a destination marketing inventory of all tourism industry and partner campaigns and reach.*
 3. *3.3.1: Provide training and professional education opportunities to the tourism workforce.*
 4. *1.2.1: Promote tourism sector businesses that are BEST certified to visitors. Provide information via visitjacksonhole.com and other content platforms. Develop visitor-facing communication that highlights sustainability success stories and can be incorporated into a JH Guide, social media, the website, and other platforms to inform visitors who want to support BEST certified businesses.*
 5. *1.2.4: Re-engage with a globally recognized sustainable tourism destination certification program.*
- iii. Next steps: The destination management coordinator will total the prioritization exercise results to rank the DSC’s top priorities. In the May meeting, the DSC will begin to analyze implementation status on top priorities and identify gaps and potential implementing organizations. The DSC will also discuss items that received low/no priority to understand why those items are not supported by some members.
 1. **ACTION ITEM:** The DMC to tally results and rank DSC’s top priorities.
 2. **ACTION ITEM:** The DMC to create a DRAFT document outlining current SDMP Phase 3 implementation status.
 3. **ACTION ITEM:** Members are asked to review the document and identify existing implementation actions to add to the current implementation list.

5. Visitor Intercept Survey - Dan McCoy, UW's Jay Kemmerer Worth Institute Director
 - a. Dan McCoy presented the [2024 visitor survey results](#). In December 2023/January 2024 and summer 2025, 828 visitors completed the survey. In general, visitors reported high satisfaction with the destination and a strong likelihood to return. Areas of concern included price, value for money, and parking.
 - b. Members noted that a significant amount of time, money, and effort go into maintaining the high scores on topics that are important to visitors including pristine environment, unique character, authenticity, feeling of wildness, and friendliness of residents.
 - c. The survey also asked visitors about responsible visitation messaging. Although visitors felt messaging was important, there is an opportunity to increase the number of visitors who saw responsible visitation messaging. The JHTTB has greatly increased visitor messaging since the winter survey began in December 2023/January 2024. The JHTTB also noted that the survey could be enhanced in future iterations to help visitors understand what "responsible visitation messaging" includes.
 - d. Members asked about options for addressing visitors' concerns over high costs and low value. Members noted that due to external market pressures, it may be more beneficial to focus on adding value to visitor experience. Members also suggested showcasing the offseason as a less expensive time to visit and focusing on pre-arrival messaging so visitors are aware of price constraints before arrival in the destination. Members suggested that the price of lodging should be discussed further to understand differing perspectives on the issue and its related impacts.
 - e. Members suggested that the JHTTB's tourism dashboard could be used to highlight the connections among issues such as lodging prices, visitor daily spend, seasonality, and traffic (as more expensive hotels price visitors out to neighboring communities).
 - f. UW will be working on an upcoming study with Friends of Pathways on visitor experience and pathway use characteristics.
6. Updates from DSC members
 - a. Due to ongoing staffing fluctuations, a new YNP DSC member has not yet been identified.
7. Logistics
 - a. Next meeting: May 22, 2025 – likely at BTNF offices.

Invited:

- DSC Members:
 - Chip Jenkins, GTNP Superintendent
 - 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
- Piper Singer, Wyoming Office of Tourism Communications Senior Manager (ex-officio)
- Guests:
 - Johanna Holbrook, JHTTB Sustainability Committee Chair (guest)
 - Alex Lemieux, Jackson Hole Chamber of Commerce Executive Committee Vice President; Silver Dollar Inc. Vice President & Hotel Manager
 - Sue Muncaster, Victor Town Councilwoman; Teton Leadership Center Executive Director
- 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
 - Wes Gardner, Teton County Commissioner
 - Rick Howe, JH Chamber of Commerce President/CEO
 - Derek Goodson, JH AIR Board Member
 - Ned Wonson, JHMR Marketing Director
 - Julien Hass, community at large (virtual, half)
 - Ryan Stolp, community at large
 - Mary Bess, JHTTB Sustainability Committee
- Guests:
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 - Alex Lemieux, Jackson Hole Chamber of Commerce Executive Committee Vice President; Silver Dollar Inc. Vice President & Hotel Manager
 - Sue Muncaster, Victor Town Councilwoman; Teton Leadership Center Executive Director
- JHTTB Contractors:
 - Crista Valentino, JHTTB Executive Director
 - John Bowers, JHTTB Marketing Manager
 - Lindsey Ehinger, JHTTB Destination Management Coordinator
 - Britney Magleby, JHTTB Communications Manager (virtual)

Not Present:

- DSC Members:
 - Bekee Hotze, BTNF Deputy Forest Supervisor
 - Arne Jorgensen, Jackson Town Councilman
 - Elizabeth Birnie, Community Foundation of JH Philanthropy Officer
 - Piper Singer, Wyoming Office of Tourism Communications Senior Manager (ex-officio)