

## Destination Stewardship Council (DSC) Meeting #27

Thursday, May 22, 2025

10:00 am - 12:00 pm

BTNF Office

### MINUTES

#### ACTION ITEMS:

- DSC members who were part of START's Transit Development Plan (TDP) stakeholder group meetings (**Lindsey and Wes**) are to recommend that the TDP consultant connect directly with businesses to obtain feedback from managers and frontline workers.
  - **All DSC members** are to prioritize outreach to their own networks on the TDP and other transit engagement opportunities.
  - **The Chamber (Rick)** is to follow up on potential incentives for businesses to take part in transit planning, workforce training, and BEST certification.
1. Welcome of new/substitute/guest members
    - a. None present
  2. DSC communications and outreach
    - a. Internal
      - i. May DMC Report
    - b. External
      - i. [Responsible Visitation Toolkit](#)
        1. JHTTB contractors are conducting personal outreach to key hospitality partners to introduce the toolkit and obtain feedback.
    - c. Public Engagement
      - i. Visitor Management:
        1. Caribou-Targhee National Forest - Grand Targhee Resort Expansion Proposal – [public comment](#) through June 20, 2025.
      - ii. Transit:
        1. Friends of Pathways visitor use study with UW (summer 2025).
        2. Town/County [Safe Streets For All comment period](#) (closes May 29, 2025).
        3. WYDOT [Wyoming Highway 22 corridor project](#)
          - a. June 4, 2025: public meeting 4-7 pm at the fairgrounds
  3. SDMP implementation updates/feedback
    - a. Governance
      - i. DMMO [Request for Proposals](#)
        1. JHTTB special meeting: June 3, 12:30 - 2:30 pm

- a. The JHTTB continues to welcome official comment via email to the executive director.
  - b. Visitor Management/Transit
    - i. Parking
      - 1. Parking availability is one of the top issues identified by visitors in the 2024 visitor sentiment survey. The Town of Jackson is planning to establish paid overnight parking at the Millward parking garage. The main purpose is to increase parking availability for visitors and the workforce. The lot is currently being improperly used by businesses, hotel guests, and overnight campers. The new parking system is intended to address problems with trash, human waste, and availability of spots.
      - 2. The DSC and working groups are asked to assist with communications about the new parking system. The DSC Transit Working Group will be sending an updated map of town parking locations/restrictions to help in identifying parking options for the workforce. The Chamber supports the data-based approach to parking solutions. The Town is monitoring the impacts that any changes may have on workers and residents.
    - ii. Camping reservations
      - 1. The DSC acknowledged the challenges visitors face with navigating multiple adjacent land management regulations (National Elk Refuge, two national parks, multiple national forests, BLM, private land). Federal agencies and visitor services staff are feeling tension between visitors who prefer reservations and those who prefer to determine camping/lodging upon arrival in a destination.
  - c. Workforce
    - i. UW's frontline worker training computer module is expected to be completed by the end of June.
    - ii. Cherokee Brown's "Mending Relationships" workshop is expected to take place at the end of June.

#### 4. SDMP Phase 3

- a. The DSC is currently tasked with overseeing SDMP implementation. The DSC evaluated the implementation status of its top four Phase 3 priority action items.
  - i. *Priority Action Item 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].*
    - 1. START is currently working with a consultant on a robust [Transit Development Plan \(TDP\) study](#). The study will examine current and potential route maps, ridership data, rider sentiment, and additional data points. This study is an important opportunity for stakeholders to provide input.

2. The DSC recommended that the TDP consultant reach out specifically to tourism industry leaders and workforce to obtain feedback. The DSC plans to promote engagement in the process through their individual networks. The DSC also recognized that policy decisions are crucial to fully implementing this SDMP item.
  3. **ACTION ITEM:** DSC members who were part of the TDP stakeholder group meetings (Lindsey and Wes) are to recommend that the TDP consultant connect directly with businesses to obtain feedback from managers and frontline workers.
  4. **ACTION ITEM:** All DSC members are to prioritize outreach to their own networks on the TDP and other transit engagement opportunities.
  5. **ACTION ITEM:** The JHCC (Rick) to follow up on potential incentives for businesses to take part.
- ii. *Priority Action Item 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.*
1. The JHTTB is enhancing digital data collection on conversions from marketing views into actions including website views and in-person visitation. The DSC is interested in obtaining more data on the entire scope of marketing in place across the destination from businesses, nonprofits, and governmental agencies to better understand how visitors are obtaining information. The JHTTB is exploring options for a full-scale marketing inventory.
- iii. *Priority Action Item 3.3.1 - Provide training and professional opportunities to the workforce.*
1. Many workforce training opportunities exist across the destination, including the Chamber's Welcome JH event, guide workshops, park concessionaire trainings, and UW hospitality certifications. The Chamber also maintains a database of professional development opportunities on its website. UW is working with the Chamber and the JHTTB on an online frontline worker training module.
  2. Although opportunities exist, attendance is not always as high as expected based on stakeholder requests. The Chamber is working on incentives such as increased marketing and membership benefits to businesses whose staff attend official trainings.
- iv. *Priority Action Item 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.*

1. In 2024, the JHTTB funded the Riverwind Foundation through a community marketing partnerships grant to enhance promotion of the BEST and Sustainable Business Leaders (SBL) programs. DSC members acknowledged that BEST certification is rigorous, and that businesses may need to understand the program's benefits to be incentivized to participate.
2. The JHTTB and Chamber both currently incentivize BEST-certified businesses with a higher level of promotion and an additional segmentation via the Sustainable Business Directory.

5. Updates from DSC members

- a. None noted.

6. Logistics

- a. Next meeting: June 26, 2025 at library

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
  - Johanna Holbrook, JHTTB Sustainability Committee Chair (guest)
  - Piper Singer, Wyoming Office of Tourism Communications 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:**

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  - Rick Howe, JH Chamber of Commerce President/CEO
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  - Ned Wonson, JHMR Marketing Director
  - Julien Hass, community at large
  - Ryan Stolp, community at large
  - Mary Bess, JHTTB Sustainability Committee
  - Alex Lemieux, JH Chamber of Commerce Board Chair (guest)
  - Johanna Holbrook, JHTTB Sustainability Committee Chair (guest)
  - Piper Singer, Wyoming Office of Tourism Communications Senior Manager (ex-officio)
- JHTTB Contractors:
  - Crista Valentino, JHTTB Executive Director
  - John Bowers, JHTTB Marketing Manager
  - Lindsey Ehinger, JHTTB Destination Management Coordinator

**Not Present:**

- DSC Members:
  - Derek Goodson, JH AIR Board Member
  - Piper Singer, Wyoming Office of Tourism Communications Senior Manager (ex-officio)
- JHTTB Contractors:
  - Britney Magleby, JHTTB Communications Manager