



SPECIAL MEETING MINUTES: FRIDAY, JUNE 3 AT 1:30 PM

Teton County Commissioner Chambers

[Recorded meeting linked here.](#)

CALL TO ORDER

PRONOUNCEMENT OF A QUORUM

A quorum of 5 board members was established with Chair Cory Carlson, Willi Brooks, Crista Valentino, and Mary Bess present and Brian Gallagher was on zoom. Absent were Joe Madera and Erik Dombrowski. Senator Mike Gierau was present, as were 10 SDMP steering committee members and contract staff Kathryn Brackenridge, Sue Muncaster, and Tim O'Donoghue

PUBLIC COMMENT

None

ACTION ITEMS

None

DISCUSSION ITEMS

DEBRIEF OF SITE VISIT FOR THE VISIONING PHASE OF THE SUSTAINABLE DESTINATION MANAGEMENT PLAN

Seleni Matus from George Washington University and Julie Klein from Confluence Sustainability presented a summary of the previous week's meetings with community members.







[LINK TO SLIDE DECK PRESENTED](#)

After reviewing the approach to the planning process and stakeholder groups involved, Seleni Matus explained how the team compiled a matrix to help identify issues with commonalities between stakeholder groups. The matrix below, color-coded by topic, informed the conversations throughout the week:

What Matters to All	This Place, Our Home, The Greater Yellowstone Ecosystem			
	Enabling Environment	Quality of Life	Quality of Work	Quality of Experiences
Residents <i>Resident Sentiment Survey</i> <i>Community Meeting</i>		<ol style="list-style-type: none"> 1. Overcrowded sites 2. Environmental resource impacts 3. Too much traffic 4. Lack of housing 5. Visitor behavior 		
Tourism Stakeholders <i>(public sector: public land managers, private sector, NGO community)</i> <i>Situation Analysis Report</i> <i>Focus Groups</i> <i>Interviews</i>	<ol style="list-style-type: none"> 1. No destination management organization 2. No destination sustainability monitoring system 3. No collaborative climate adaptation efforts 4. No integrated visitor management system 5. Lack of regulations for short-term rentals 	<ol style="list-style-type: none"> 1. Deepening economic inequity 2. Cost, time and safety issues associated with tourism workforce commuting 	<ol style="list-style-type: none"> 1. Staffing shortages related to workforce housing 	<ol style="list-style-type: none"> 1. Strain on public lands operations and infrastructure 2. Gaps in destination research
Visitors <i>Social Media Listening</i> <i>Visitor Surveys</i> <i>Situation Analysis Report</i>				<ol style="list-style-type: none"> 1. Transportation and traffic congestion in summer 2. Overcrowding in summer 3. Poor service and value in restaurants 4. High cost of accommodations

The following main issues were identified, and solutions were explored throughout the week:

Main issues from tourism stakeholder consultation

-  There are no coordinated and holistic visitor management systems across all administrative entities: public lands, town, county and other tourism attractions
-  There is no consistent responsible visitor education and communications
-  Transportation and traffic congestion in summer
-  Lack of affordable and attainable workforce housing
-  There is no permanent organization for destination management
-  There is no destination-level, coordinated system for reviewing tourism sustainability data, interpreting impacts, and issuing regular reports to the public
-  Tourism workforce shortage
-  No collaborative climate adaptation efforts that educate and engage residents and visitors

Community meetings throughout the week included:

1. Two one-day visioning and planning workshops - 50 public sector administrators and elected officials, public land managers, private sector representatives, NGOs, private citizens
2. Community meetings - Jackson (90 participants included Facebook live) and Driggs/Victor (15 participants including Facebook live)
3. Business & Community Focus Group - 25 businesses primarily
4. JH Air Board briefing - 10 business leaders
5. Interviews with Eastern European immigrant community - 6 tourism workers and 2 general business/service
6. Latinx Focus Group - ~30 participants expected (Friday evening)

Comments:

- Senator Gierau expressed concern that there wasn't enough emphasis on the benefits of tourism.
- Matus said the Situational Analysis, which will be published over the summer, has a SWOT analysis with considerable discussion of the benefits of tourism.

Summary of initial “Potential Solutions” developed over the week:

Potential Solutions		
Topics	Topline Solutions	Description
Workforce Housing	~10 broader solutions	<ol style="list-style-type: none"> 1. Employer incentives for dorm-style housing/repurpose older hotels 2. Incentives for keeping homes in workforce and infill strategies 3. Real Estate Transfer Tax
Transportation And Traffic Congestion	~14 broader solutions	<ol style="list-style-type: none"> 1. START bus network improvements 2. Pedestrian only corridors 3. Incentives/Disincentives - paid parking/free shuttles 4. Demand Management 5. Mobility Hubs/Transit Centers

Potential Solutions		
Topics	Topline Solutions	Description
Visitor Management	~16 initiatives	<ol style="list-style-type: none"> 1. Visitor Trip Planning App. - includes incentive to download; access/crowding info; maps; rules/how to act while visiting; top things to know 2. Airplane Messaging on Responsible Tourism - rules, values, video messaging, what to do/not to do 3. Destination-level reservation system could be linked to the app. idea
Destination Management Organization	~ 3 options	<ol style="list-style-type: none"> 1. Learning and action regional network 2. Incorporating destination management into existing organization(s) 3. Creating a new organization

Comments:

- Steering committee member Mike Geraci asked about funding sources. Matus replied that during the summer, their goal would be to investigate and provide these details for implementation/action.
- Anna Olson questioned whether planning efforts (like transportation) are being duplicated.
- Senator Gierau questioned whether using lodging tax funds for initiatives like tourism mitigation meets the intent of the bill he helped pass and said it could be challenged by the state legislators and potentially cease to exist.
- Matus stressed that the process and plan must revisit these ideas to figure out how they work together for holistic destination stewardship. They are working to find gaps in existing programs – for example, the current Teton County housing plan does not prioritize seasonal housing - this need has been prioritized in the SDMP visioning process.
- Aaron Pruzan pointed to the Community Foundation of Jackson Hole as a potential funding source to move quickly on land acquisitions for housing.

The next steps in the process include:

- Further development of priority issues with stakeholders over the summer
- Creation of a platform for community input on priority solutions via the Teton County Engage website
- Publication of the Situational Analysis this summer
- Draft of the Destination Management Plan in the fall

Comments:

- Kari Cooper pointed out that private industry initiatives to solve transportation and housing are under the radar and not noticed.
- Linda Merigliano spoke about opportunities to include universities in Destination Management/Governance.
- Board member Crista Valentino recognized that organizations are working toward tourism management, but many are operating in silos and need

something more coordinated. She stressed that while the JHTTB is the funding source of the destination management plan, the implementation will be the community's responsibility.

- Aaron Pruzan said, "Everyone will have to leave something on the table in exchange for a quality experience for locals and guests."
- Brian McDermott from Teton Valley Economic Development Coalition informed the group that Teton Valley businesses have indicated through surveys that they are satisfied with tourism growth and are not actively promoting the destination.

MATTERS FOR THE BOARD AND CONSULTANT

None

ADJOURN 2:50 PM

Respectfully Submitted: Willi Brooks

Secretary DocuSigned by:
Willi Brooks

FCDA7F14EE9D4EB...

Date Approved by the Board July 14, 2022, as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested: DocuSigned by:
Cory Carlson _____, Chair Cory Carlson
3F29DB68E8D4401...

Date 8/4/2022

DocuSigned by:
Willi Brooks _____, Secretary Willi Brooks
FCDA7F14EE9D4EB...

Date 8/4/2022