

MARCH 18 SPECIAL MEETING

4:00 pm, Teton County Council Chambers

Link to zoom recording

https://us02web.zoom.us/rec/play/g_x9j-tF8CZJ2mj0eXq9Wc_pdMroDfX0FGrZhjeuwL8-kf6Npcl8u56TSqQt28C9WA-Nsqj5I22-o9M.caOHLmNWLrIrbxgiy?startTime=1647639955000

CALL TO ORDER

PRONOUNCEMENT OF A QUORUM

Cory Carlson called the meeting to order. In attendance were Erik Dombrowski, Mary Bess, Brian Gallagher, Joe Madera, and Willi Brooks. Crista Valentino attended via zoom. Contract staff in attendance were Kathryn Brackenridge, Tim O'Donoghue, John Ritter, Sue Muncaster, and Bret Linnsenmen. Guests presenters were Seleni Matus and Julie Klein.

PUBLIC COMMENT - NONE

ACTION ITEM

Willi Brooks motioned to **approve Voucher 3052 for \$175,000 for reimbursement for the Natural Selection Event**, seconded by Joe Madera. Treasurer Gallagher questioned the lack of detail for the voucher and said it was not in line with other voucher requests. No public comment. **The motion failed in a 0-7 vote.**

MATTERS FOR BOARD AND CONSULTANT:

Debrief from George Washington University and Confluence Sustainability from Sustainable Destination Management Plan Site Visit.

[Link to slide deck presented](#) with highlights of the many meetings held to validate main findings to date.

[Link to Site Debrief Zoom Recording](#) – start at 13:30 on the recording

Seleni Matus did a high-level overview of the “wicked problems” facing the Jackson Hole and the surrounding communities. Matus stressed that while identifying these issues is not groundbreaking news, the goal of the week-long community engagement was to quantify and prioritize the problems. Additionally, the Situational Analysis intends to

set a baseline of data to measure success for key performance indicators (to be determined) of community, economic, and environmental health.

“The problems facing this destination are inter-related, complex, and large,” said Matus. “The only way to address them is through trust building and community collaboration.” Throughout the week, the team identified areas where the project's scope needed to expand, particularly more inclusion of surrounding communities, marginalized residents, and issues like the Grand Targhee expansion. Additional gaps in data and strategies to procure the data were identified, such as short-term housing supply data throughout the region and the impact of ‘location neutral’ residents working remotely and quantifying the number of infrequently occupied vacation homes. “We must separate and identify resident growth versus tourism growth,” said Matus.

One recurring theme at meetings was curiosity about setting “carrying capacities.” Based on her experience with destination management globally, Matus says that setting carrying capacities is complex and has only marginal use. She believes focusing on identifying “limits of acceptable change” is a better strategy. For example, individual attractions or sites might close based on degradation rather than an entire destination.

The next steps are completing the final Situation Analysis and Resident Tourism Sentiment Survey. The 18-member steering committee will review these before being released to the public. The survey can be found at visitjacksonhole.com/locals, is open to the greater Jackson community until April 5, 2022, and is available in English and Spanish. After clarifying “where we are now,” the team will return to Jackson in May for community visioning workshops to articulate a shared community vision for the future of tourism.

The board and consultants discussed the growing scope of the project to include more community input and stakeholders as well as recommendations. Additional resources will be considered once a written proposal is submitted.

ADJOURN – 5:40 pm

Respectfully Submitted: Willi Brooks, Secretary _____

Date Approved by the Board April 21, 2022, as evidenced by the Chairman’s signature below and attested to by the Board Secretary:

Attested: Cory Carlson, Chair _____

Date _____

Willi Brooks, Secretary _____

Date _____