

Destination Stewardship Council (DSC) Meeting #10

Thursday, November 16, 2023

11 - 12:30pm

Teton County Library Ordway Auditorium

MINUTES

1. Welcome of new/substitute/guest members
 - a. No new or guest members present.
2. Resident-at-large DSC members
 - a. The working group has compiled their recommendations for additional members. The working group will communicate via email with the full DSC for approval and further individual and/or group discussion as necessary. New members will be invited to attend the December meeting if possible and will be onboarded as official members in January 2024. Applicants who do not join the DSC may be asked to join current or future working groups.
 - i. **ACTION ITEM: DSC members to provide feedback to the working group committee on proposed new members.**
3. DSC communications and outreach
 - a. *Internal:* The DMC updated the DSC shared google drive folder with FAQs and airport shuttle pilot program shareable marketing materials.
 - b. *External:* The JHTTB communications team plans to send a DSC/SDMP listserv email in late November.
4. SDMP Year 1 Action Items Update
 - a. DMC Report - The DMC report includes an update on the marketing and education working group's survey results. The working group is identifying next steps based on the stakeholder feedback.
 - b. Year 1 Action Items detailed progress tracker updates
 - i. Housing - The DMC and JHCC attended the Community Foundation of JH's housing collective working group in November. The group is analyzing indicators and creating a public dashboard. These activities relate to SDMP Goal 4: Community Housing and SDMP Goal 7: Monitoring and Reporting. The housing collective is looking to expand private sector presence.
 1. **ACTION ITEM: DSC members to identify private sector leaders for community housing collective.**
 - ii. The DMC filled out the progress tracker with action item updates for all SDMP sections. The DMC met with the JHTTB marketing team to

initiate the creation of an appealing and effective visual presentation of the progress tracker for the visitjacksonhole.com website. The tracker will be the primary method of communicating SDMP progress to the public and will be updated frequently. It was noted that although the visitor management action team has not officially formed, many of the action items listed in the progress tracker are forms of visitor management in their respective topic areas.

1. **ACTION ITEM: DSC members are asked to review the progress tracker for accuracy and to make sure all current DSC member actions are included.**

c. Prioritize further SDMP actions

i. Workforce pipeline - [SDMP item 3.1.1](#)

1. The DSC discussed SDMP proposed initiatives and action items for Year 1 and beyond. The DSC's primary role is expected to be coordinating, making connections, sharing existing resources, and amplifying messages.
2. The DSC proposed the creation of a workforce working group led by the JHCC with additional stakeholders from outside the DSC. Wes Gardner volunteered to be the DSC liaison for the working group. The exact scope of the working group is TBD but would follow the SDMP initiatives and action items.
3. Current actions: The JHCC periodically conducts member surveys to measure sentiment on various issues. The JHCC is working on new programs to encourage retirees to rejoin the workforce. The WOT is creating a statewide workforce [resource](#). The Wyoming at Work website collects job postings. Several large private employers have developed their own workforce pipeline programs. Workforce housing continues to be a major hurdle for many employers. Resources are currently not collected into one location for employers and workforce.
4. The DSC recommended that the working group begin to identify workforce needs by evaluating existing data and potentially creating a short survey for the business community. The DSC recommended that the working group identify existing actions across the destination and collect resources into a unified location (website). The DSC identified a potential leader for the working group as well as other potential members for the collaborative.

- a. **ACTION ITEM: Rick Howe to meet with the potential working group leader on Nov. 17.**

b. ACTION ITEM: DMC to meet with the working group leader to discuss next steps.

- ii. Visitor management action team
 - 1. [SDMP item 2.1.1](#) – plan to discuss after climate action
- iii. Climate action roadmap implementation
 - 1. [SDMP item 6.1.2](#) – plan to discuss in December

5. Updates from DSC members

- a. A DMMO facilitator has been identified by the JHTTB. The contract process is underway and should be finalized before the proposed DMMO meeting in December.

Attended:

- Chip Jenkins, GTNP Superintendent
- Christina White, YNP Chief of External Affairs and Partnerships
- Mary Cernicek, BTNF Public Affairs Officer
- Wes Gardner, Teton County Commissioner
- Arne Jorgensen, Jackson Town Councilman (online)
- Rick Howe, JH Chamber of Commerce President/CEO
- Mark Barron, JH AIR
- Elizabeth Birnie, Community Foundation of JH Philanthropy Officer
- Ned Wonson, JHMR Marketing Director
- Jim Wollenburg, Wyoming Office of Tourism Global Partnerships Senior Manager (online)
- Mary Bess, JHTTB Sustainability Committee
- Justin Walters, JHCC Director of Visitor Services (online)
- Crista Valentino, JHTTB Executive Director
- Lindsey Ehinger, JHTTB Destination Management Coordinator
- Brit Magleby, JHTTB Communications Manager (online)