

## Destination Stewardship Council (DSC) Meeting #11

Thursday, December 14, 2023

11 - 12:30pm

Teton County Library Ordway Auditorium

### **DRAFT MEETING MINUTES**

#### 1. Welcome of new/substitute/guest members

- a. Welcome to new DSC members (officially starting in January 2024): Julien Hass, Whitney Oppenhuizen, and Ryan Stolp.
- b. The new member working group had suggested the idea of a “buddy system” that pairs existing members as mentors to new members.
  - i. **ACTION ITEM: DMC to reach out to existing DSC members to gauge interest in becoming a mentor to new members.**

#### 2. Confirm DSC meeting dates for 2024

- a. January 25: DMMO (9:30 -11:00) & DSC (11:00 - 12:30)
- b. February 22: regular meeting with an update from Crista on the DMMO
- c. March 21: regular meeting (moved to third week due to spring break)
- d. April 25: DMMO (9:30 -11:00) & DSC (11:00 - 12:30)
- e. May 23: regular meeting and *potential* additional DMMO update
- f. June 27: regular meeting and *potential* additional DMMO update
  - i. It was noted that the June meeting proved difficult for attendance in 2023 due to the start of summer. The group mostly agreed to leave this date for now and rearrange if needed closer to the date, though some people would be unable to attend.
- g. July 25: regular meeting
- h. August 22: regular meeting
- i. September 26: regular meeting
- j. October 24: regular meeting
- k. November 21: (moved up one week due to Thanksgiving)
- l. December 12: (moved up two weeks due to Christmas)

#### 3. DSC communications and outreach

- a. The shared google folder has been updated with meeting notes, DMC reports, and other resources including shareable airport shuttle materials. A full DSC communications report is included in the DMC report. The DMC presented on the DSC/SDMP to the Breakfast Rotary Club in December.

#### 4. Workforce

- a. In November, the DSC discussed workforce issues and identified a potential working group leader. The potential leader did not think she had the time capacity to commit based on the proposed scope of work (SDMP action items for Year 1 and beyond). It is not clear which organization in Teton County would be interested and available to lead on the entire scope of work proposed in the DSC. Without an obvious path forward for the entire scope, the DSC discussed options for moving forward on some priority items.
- b. DSC members suggested identifying work that is already being done by community organizations and potentially asking those groups to add one additional action item that fits within their existing mission/scope. This could potentially be accompanied by additional funding. Suggested groups to connect with include the Senior Center and the Jackson Hole Chamber of Commerce committee members. Members suggested that existing groups could choose action items based on the best fit with their current priorities and scopes of work.
- c. **ACTION ITEM: Wes Gardner volunteered to connect with existing workforce organizations, new DSC members, and potential working group leaders in January to identify next steps.**

#### 5. SDMP progress tracker

- a. The JHTTB continues to work on a visual progress tracker for the SDMP action items that will go on the [industry.visitjacksonhole.com](http://industry.visitjacksonhole.com) website. The expected completion date is mid-January 2024.

#### 6. Climate Action Discussion

- a. The SDMP climate section contains four implementation suggestions for the Year 1 Priority Action Item (SDMP Item 6.1.2): *Support the development and implementation of the Jackson/Teton Climate Action Roadmap*. The SDMP also outlines four Year 2+ initiatives. The DSC members discussed priorities for Year 1 implementation. The members filled out a survey prior to the meeting to rank their individual priorities and help guide the meeting discussion.
- b. The SDMP refers to a potential Climate Action Roadmap. Since the SDMP publication, the roadmap has been completed by the nonprofit JH Climate Action Collective (JHCAC). The roadmap contains many useful ideas and detailed suggestions for regional climate action. Also after the SDMP was written, the Town hired an Ecosystem Stewardship Administrator who is in the process of creating a Climate Action Plan. Thus far, the Town and County have not taken steps to adopt the JHCAC's Climate Action Roadmap. The Town's Climate Action Plan may be incorporating some of the ideas from the roadmap, but the details of the plan have not yet been released.

Due to the institutional changes since the SDMP was written, SDMP references to the “roadmap” may currently be more closely associated with the Town’s upcoming “plan.” The County also has a sustainability plan, but it is entirely internally focused on county operations.

- c. A top priority for many DSC members is alignment of the SDMP with other climate action plans.
  - i. Neither the roadmap nor plan currently has a separate section on tourism, but both documents incorporate (or expect to incorporate) travel/tourism components. With the Town being the author of the plan, the action items are more likely to be connected to staff workload and funding.
    - 1. The DMC is planning to take part in an upcoming climate action course organized by the Travel Foundation. The expected outcomes are to join a network with peer communities, enhance capacity to lead on tourism-related climate issues, and gain a deeper understanding of how to incorporate tourism-specific aspects into a local climate action plan. This directly fulfills SDMP Priority Action 6.1.3.
  - ii. The JAC airport, JHMR, the national parks, and the forest service also have robust sustainability plans. The DSC is not aware of any forum currently in place to bring together the managers of all regional plans to ensure alignment on overlapping issues/geographical regions. It was suggested that the DSC could create a working group to fulfill this purpose.
    - 1. The closest existing group may be the Teton Climate Action Partnership (TCAP) that currently coordinates a space for collaboration among nonprofits and Town/County partners working in the climate sphere in Teton County. TCAP is currently undergoing organizational changes. There is a potential for TCAP to align its mission with SDMP initiatives. It was noted that other organizations, such as Riverwind Foundation, may also be interested in such a role. The funding of such an initiative is unclear, particularly the legality of any potential JHTTB funding per the state statute.
  - iii. DCS members voiced concerns over the possibility for industries (including tourism) to be too siloed in climate plans rather than holistically incorporated. Other members countered that tourism’s role should be called out more specifically due to tourism’s outsized impact contribution.
  - iv. DSC members highlighted that work is already being done throughout the community on climate action, but the actions may not be known to visitors. Many of the values the community holds on climate

(within a greater environmental context) have been discussed by the DSC Marketing and Education working group as part of a broader invitation for visitors to understand the local community ethos. It is important to understand the gaps between what is already happening and what the SDMP suggests for further action. Many of our visitors are interested in the actions our community is taking on climate.

- v. **ACTION ITEM: DMC and JHTTB to continue meeting regularly with Tanya Anderson, Ecosystem Stewardship Administrator, to ensure incorporation of tourism/SDMP items into the Town's Climate Action Plan.**
- vi. **ACTION ITEM: DMC to attend the TCAP quarterly coordinating meeting (12/21/23) to enhance understanding of TCAP's mission, organization, and potential alignment with the SDMP.**
- d. The SDMP's climate action section has similar challenges to the workforce section in that the scope is robust and detailed. However, whereas workforce partners are harder to define, the climate section seems to correlate with the work of many existing organizations that could potentially be enticed to implement SDMP initiatives (particularly if assisted with additional funding). The DSC continues to evaluate whether the SDMP tasks are best addressed in a coordinated holistic manner through a DSC working group, or if it would be more productive to ask existing groups to take on individual SDMP action items that already fit within their scope of work.
- e. Other Year 1 action item implementation priorities:
  - i. *Advocate for formal carbon neutrality goal:* One DSC member ranked this as a priority, but the majority ranked it lower. The DSC has thus far focused on providing recommendations rather than advocacy.
  - ii. *Measure the success of SDMP alignment with other plans:* This accountability is important and may go hand in hand with the alignment action item. The UW/WORTH data/indicators project may also be covering this evaluation.
  - iii. *Identify steps to maintain a resilient ecosystem and infrastructure:* This action item received a wide variety of rankings. The Town and national parks noted that infrastructure is a critical item in their plans.
- f. The DSC plans to continue the climate discussion in January.

**Invited:**

- 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
- 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
- Mary Bess, JHTTB Sustainability Committee
- Crista Valentino, JHTTB Executive Director
- Lindsey Ehinger, JHTTB Destination Management Coordinator

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- Crista Valentino, JHTTB Executive Director
- Lindsey Ehinger, JHTTB Destination Management Coordinator
- Julien Hass (new DSC member)
- Ryan Stolp (new DSC member)
- Wendy Martinez (observer)

**Absent:**

- Jim Wollenburg, Wyoming Office of Tourism Global Partnerships Senior Manager