

Destination Stewardship Council (DSC) Meeting #28

Thursday, June 26, 2025

10:00 am - 12:00 pm

Teton County Library

MINUTES

ACTION ITEMS:

- The JHTTB team is to discuss how to address AI's marketing impact during future DSC and/or DSC Marketing/Education Working Group meetings.
- DSC members are to encourage stakeholders to engage with the WYDOT [Wyoming Highway 22 corridor project](#) public comment process.
- The DMC is to contact Jackson Hole Airport to invite them to the DSC core group.

1. Welcome of new/substitute/guest members

- a. Ex-Officio: Piper Singer, Wyoming Office of Tourism Communications Senior Manager
- b. Substitute: Kari Cooper, JH AIR Executive Director

2. DSC communications and outreach

- a. Internal
 - i. June DMC Report
 - ii. June DSC communications roundup email
- b. External
 - i. The JHTTB has been working with partners on collaborative social media posts including reminders to stay on hiking trails and to drive slowly in GTNP. Federal partners noted positive effects from aligned messaging.
 - ii. The [SDMP Progress Tracker](#) has been updated with Phase 1-3 action item status.
 - iii. Members noted that the significant increase in visitors using AI for trip planning research is impacting website traffic, resource use, and visitation patterns. Members are interested in discussing action items related to AI's marketing impact at a future meeting.
 1. **ACTION ITEM:** The JHTTB team to discuss how to address AI's marketing impact during future DSC and/or DSC Marketing/Education Working Group meetings.
- c. Public Engagement
 - i. Visitor Management

1. The Caribou-Targhee National Forest Grand Targhee Resort Expansion Proposal: [public comment](#) is open through **June 20, 2025**.
 - a. Members discussed the inclusion of Teton Valley in DSC working groups. Members noted that Grand Targhee and Snow King Mountain Resort were invited to join the DSC at its inception in 2023, but they declined. The JHTTB remains in contact with Teton Valley representatives to determine next steps for their potential involvement. A suggestion was made to include a representative from a Teton Valley DMO such as Yellowstone-Teton Territory. The JHTTB team will continue to explore representation options.
2. GTNP summit: **July 23, 2025** from 9:00 am - 2:30 pm.
 - a. GTNP is hosting a stakeholder workshop on visitor management. Topics include visitor flow and distribution efforts across the landscape. The parks are collecting partner feedback on potential options and impacts of visitor dispersal. Several DSC members including BTNF, JHMR, and the JHTTB are presenting.

ii. Transit

1. WYDOT [Wyoming Highway 22 corridor project](#)
 - a. Public comment is open through **July 8, 2025**. The DSC is not advocating for any option at this time but is actively promoting the engagement opportunity to partners and stakeholders due to its potentially significant impacts on traffic and landscape character.
 - i. **ACTION ITEM:** DSC members are to encourage stakeholders to engage with the WYDOT [Wyoming Highway 22 corridor project](#) public comment process.
2. The BTNF will post the [Bridger-Teton Draft Assessment](#) on **July 11, 2025**. The Draft Assessment is the first step in the multi-year process to update the Bridger-Teton Forest Plan. It presents information about current ecological, social, and economic conditions and trends affecting the BTNF.
 - a. The BTNF invites the public to review and [submit comments](#) on the Draft Assessment and Potential Species of Conservation Concern from **July 11, 2025 - Aug. 24, 2025**.
 - b. The BTNF is hosting a public engagement event on **July 15, 2025**, at the library from 5:00 - 7:00 pm.

3. SDMP implementation updates/feedback

- a. Governance
 - i. DMMO update

1. The JHTTB continues to engage in a transparent process to transition to a new governance model that better meets our region's needs through a modern Destination Marketing and Management Organization. The sole remaining RFP applicant rescinded their proposal in June. The JHTTB is working with the Deputy County Attorney and JHTTB contractors to identify additional potential DMMO organizational options, including hiring County staff. The JHTTB continues to welcome comments from the DSC, stakeholders, and the general public. An industry standard best practice governance model does not currently exist, so the JHTTB continues to explore creating the best option for our destination.
 - ii. Request to add Jackson Hole Airport to DSC
 1. The DSC members aligned in support of adding Jackson Hole Airport to the DSC core group due to its significant impacts on visitor messaging, experience, and transportation. Jackson Hole Airport already participates in the DSC Marketing/Education and Transit Working Groups as well as outside working groups on climate and other initiatives.
 - a. **ACTION ITEM:** The DMC to contact Jackson Hole Airport to invite them to the DSC core group.
 - iii. Lodging tax ballot initiative
 1. The council discussed the recent Town decision to add a ballot initiative for an additional 2% lodging tax option in November 2025. DSC members noted the significant amount of time, money, and strategy involved with previous lodging tax ballot initiatives. The upcoming Resident Sentiment Survey Report highlights the level of community support for additional lodging tax funds. The DSC and JHTTB do not have an official position on the potential ballot initiative for additional lodging tax.
 - b. Marketing/Education
 - i. The new destination-wide [voluntourism webpage](#) is live on the activities page of the JHTTB website.
4. SDMP Phase 3
 - a. SDMP Phase 3 implementation progress will be discussed at future meetings.
5. Logistics
 - a. Next meeting: **July 24, 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
 - Kari Cooper, JH AIR Executive Director (substitute)
 - 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, WY Office of Tourism Communications Senior Manager (ex-officio)
- JHTTB Contractors:
 - Lindsey Ehinger, JHTTB Destination Management Coordinator
 - Crista Valentino, JHTTB Executive Director
 - John Bowers, JHTTB Marketing Manager
 - Britney Magleby, JHTTB Communications Manager

Attended:

- DSC Members:
 - Chip Jenkins, GTNP Superintendent
 - Bekee Hotze, BTNF Deputy Forest Supervisor
 - Wes Gardner, Teton County Commissioner
 - Arne Jorgensen, Jackson Town Councilman (virtual)
 - Rick Howe, JH Chamber of Commerce President/CEO
 - Elizabeth Birnie, Community Foundation of JH Philanthropy Officer
 - Ned Wonson, JHMR Marketing Director
 - Julien Hass, Community at Large
 - Ryan Stolp, Community at Large (first half)
 - Mary Bess, JHTTB Sustainability Committee
 - Kari Cooper, JH AIR Executive Director (substitute)
 - Johanna Holbrook, JHTTB Sustainability Committee Chair (guest - virtual)
 - Piper Singer, WY Office of Tourism Communications Senior Manager (ex-officio)
- JHTTB Contractors:
 - Lindsey Ehinger, JHTTB Destination Management Coordinator
 - John Bowers, JHTTB Marketing Manager (virtual)
 - Britney Magleby, JHTTB Communications Manager

Not Present:

- JHTTB Contractors:
 - Crista Valentino, JHTTB Executive Director