

Destination Stewardship Council (DSC) Meeting #29

Thursday, July 24, 2025

10:00 am - 12:00 pm

Teton County Library

MINUTES

ACTION ITEMS:

- The **DMC** to follow up with CTNF Supervisor Kim Pierson about including Teton District Ranger Jay Pence on the DSC Core Group.
- **ALL** to distribute Resident Sentiment Survey report to colleagues and stakeholders for their review and individual action items.
- **DSC members** to send suggested Resident Sentiment Survey questions to JHTTB Executive Director for potential inclusion in future surveys.
- The **JHTTB** to continue to evaluate and enhance methods of communicating SDMP implementation and tourism impacts to the public.
- **DSC members** to reflect on current areas of success and improvement on communicating positive impacts of tourism to the public.
- The **DMC** to make a list of organizations to contact for one on one discussions/presentations.
- The **DMC** to research STR regulations in peer communities.
- The **JHTTB Executive Director** to reach out to research organizations who are interested in studying STR regulation in Teton County.
- **DSC members** are asked to proactively show support for Town and County SDMP adoption.

FUTURE DISCUSSION ITEMS:

- DSC members to discuss methods of obtaining additional resident sentiment feedback between official surveys.
 - Identify the role of part-time residents and which organizations are best suited to lead outreach.
1. Welcome of new/substitute/guest members
 - a. New: Jeremy Barnum, Jackson Hole Airport Chief Communications Officer
 - b. Change: Annie Riddell, Director of Grants and Nonprofit Outreach, will be joining next month from the Community Foundation. Elizabeth Birnie will be the alternate.
 2. DSC communications and outreach
 - a. Internal
 - i. July DMC Report & DSC communications roundup
 - b. External
 - i. Listserv emails

c. Public Engagement

i. Visitor Management:

1. The BTNF Forest Plan [Draft Assessment](#). [Submit comments](#) through **Aug. 24, 2025**.
2. GTNP summit - **July 23, 2025**.

ii. Transit:

1. Friends of Pathways visitor use study with UW (**summer 2025**).
 - a. Dr. Dan McCoy, UW Jay Kemmerer WORTH Institute Director, outlined two different studies they are conducting with support from Friends of Pathways on the pathway system in GTNP and Teton County. The studies will include quantitative usage data, user surveys, and economic impact.
2. START [Transit Development Plan survey](#) through **July 31, 2025**.
3. WYDOT [Long-Range Plan online meeting](#) through **Aug. 8, 2025**.

3. SDMP implementation updates/feedback

a. Governance

i. DMMO update

1. The JHTTB is hosting a special meeting on September 29, 2025, to discuss DMMO options after gathering additional data from peer organizations and the Deputy County Attorney.

ii. Lodging tax ballot initiative

1. The Town and County will discuss options for pursuing an additional 2% lodging tax during the August joint meeting. The optional tax will not be included on a special ballot initiative in fall 2025.

iii. GWU's [Destination Stewardship Report](#) and [Executive Summary](#)

1. George Washington University analyzed factors affecting destination stewardship plan implementation in over 30 communities. GWU listed the DSC as an example of an effective collaborative destination management structure.

iv. Caribou-Targhee National Forest (CTNF) on the DSC

1. Members agreed that the CTNF plays a unique and important role as a federal land agency operating in Teton County, WY, on the border with Teton County, ID.
 - a. **ACTION ITEM:** The **DMC** to follow up with CTNF Supervisor Kim Pierson about including Teton District Ranger Jay Pence on the DSC Core Group.

b. Marketing/Education

i. [Voluntourism webpage](#)

1. The JHTTB created a webpage that collates volunteering/voluntourism opportunities for visitors and residents. This initiative fulfills SDMP Priority Action 1.3.5 and is a direct response to visitors' concerns (per the visitor intercept survey) and member requests.

c. Visitor Management/Transit

i. Overnight [paid parking](#) at the Millward parking garage

1. The goal of this program is to assist with parking challenges for visitors, locals, and workers by addressing abuse of public infrastructure. Implementation is delayed due to infrastructure issues.

ii. Snake River parking payment kiosks

1. The BTNF installed kiosks in July to obtain parking fees from Snake River Canyon river users. The majority of the income (95%) will be used locally on river usage improvement projects.

d. Workforce

i. [Cherokee Brown workshop](#)

1. The JHTTB organized a workshop in June 2025 with Cherokee Brown, a representative of the Wind River Reservation. Over 30 community members attended. The JHTTB will continue to coordinate with partner organizations such as Central Wyoming College and Wyoming Humanities Council to amplify and integrate existing programming with workforce training opportunities that enhance awareness and connection with neighbors on the Wind River Reservation.

4. Resident Sentiment Survey

a. [Resident Sentiment Survey Report](#)

- i. Dr. Dan McCoy presented the survey results. Overall, resident sentiment improved across multiple categories from the 2022 survey. UW created the 2025 survey to be statistically valid by conducting a mail-based survey rather than an open online link.

ii. Key results:

1. Approximately 36% of respondents felt that the positive impacts of tourism outweigh the negative impacts. This is about average for peer gateway communities.
2. Approximately 61% of residents have seen responsible visitation messaging and are interested in sharing it.
3. Top themes received in open-ended comments:
 - a. Overtourism and infrastructure strain
 - b. Housing affordability and workforce displacement
 - c. Cultural and environmental degradation
 - d. Distrust in tourism promotion and governance
 - e. Perceived imbalance of benefits
 - f. Support for managed and sustainable tourism

iii. DSC members discussed key topics and suggested next steps.

1. **ACTION ITEM: ALL** to distribute survey report to colleagues and stakeholders for their review and individual action items.
2. **ACTION ITEM: DSC members** to send suggested Resident Sentiment Survey questions to Crista for potential inclusion in future surveys.

3. **FUTURE DISCUSSION ITEM:** DSC members to discuss methods of obtaining additional resident sentiment feedback between official surveys.
- iv. Members discussed the importance of communicating SDMP implementation and general responsible tourism strategy with the general public. Members expressed concern over a lack of understanding of what the JHTTB is allowed to do and fund per state statute.
 1. **ACTION ITEM:** The JHTTB to continue to evaluate and enhance methods of communicating SDMP implementation and tourism impacts to the public.
 2. **ACTION ITEM:** DSC members to reflect on current areas of success and improvement on communicating positive impacts of tourism to the public.
 3. **ACTION ITEM:** The DMC to make a list of organizations to contact for one on one discussions/presentations.
- b. Part-Time Residents
 - i. Comments received on the resident survey showed that many negative impacts, including housing affordability, are attributed solely to tourism despite other factors being involved. Members noted confusion over the role of part-time residents. Second home owners are considered tourists by some (including in several SDMP initiatives), though the academic community and other residents view part-time residents as a separate category for impacts, educational needs, and outreach opportunities.
 1. **FUTURE DISCUSSION ITEM:** Identify the role of part-time residents and which organizations are best suited to lead outreach.

5. SDMP Phase 3

- a. [DSC's SDMP Phase 3 priorities](#) - Priority action focus areas
 - i. *1.2.4 Re-engage with a globally recognized sustainable tourism destination certification program*
 1. Not discussed.
 - ii. *4.3.3 Identify opportunities to support 2020 Comprehensive Plan - 5.4.S.9: Actively enforce short-term rental (STR) prohibition in the county.*
 1. DSC members discussed challenges to stricter legislation/enforcement and community sentiment around STRs per the Resident Sentiment Survey. The Town is currently reviewing STR data and regulations.
 - a. **ACTION ITEM:** The DMC to research STR regulations in peer communities.
 - b. **ACTION ITEM:** The JHTTB Executive Director to reach out to research organizations who are interested in studying STR regulation in Teton County.

6. Updates from DSC members

a. SDMP Adoption by Town and County

- i. DSC members are interested in Town/County SDMP adoption as a means to show support for SDMP principles/goals, alignment with the Comprehensive Plan, and an elevation of the voices of land management agencies.

- 1. **ACTION ITEM: DSC members** are asked to proactively show support for Town and County SDMP adoption.

7. Logistics

- a. Next meeting: August 28, 2025 at BTNF

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
- Mary Bess, JHTTB DSC Representative
- Jeremy Barnum, Jackson Hole Airport Chief Communications Officer
- Julien Hass, Community at Large
- Ryan Stolp, Community at Large
- Piper Singer, Wyoming Office of Tourism Communications Senior Manager (ex-officio)
- Johanna Holbrook, JHTTB Sustainability Committee Chair (guest)
- Dr. Dan McCoy, UW Jay Kemmerer WORTH Institute Director (guest)

- 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
- Wes Gardner, Teton County Commissioner (online)
- 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
 - Substitute: Shannon Schiner, JHMR Guest Experience Director
- Mary Bess, JHTTB DSC Representative (online)
- Jeremy Barnum, Jackson Hole Airport Chief Communications Officer
- Julien Hass, Community at Large
- Ryan Stolp, Community at Large
- Johanna Holbrook, JHTTB Sustainability Committee Chair (guest)
- Piper Singer, Wyoming Office of Tourism Communications Senior Manager (ex-officio) (second half)
- Dr. Dan McCoy, UW Jay Kemmerer WORTH Institute Director (guest)
- JHTTB Contractors:
 - Lindsey Ehinger, JHTTB Destination Management Coordinator
 - Crista Valentino, JHTTB Executive Director (online)
 - John Bowers, JHTTB Marketing Manager (online)

Not Present:

- DSC Members:
 - Bekee Hotze, BTNF Deputy Forest Supervisor
- JHTTB Contractors:
 - Britney Magleby, JHTTB Communications Manager