

## Destination Stewardship Council (DSC) Meeting #33

Thursday, December 11, 2025

10:00 am - 12:00 pm

Teton County Library (and [zoom](#) if necessary)

## MINUTES

### ACTION ITEMS:

- **Lindsey Ehinger** to connect **Jay Pence** with **Taylor Kruger** to participate in the virtual workforce training review.
- **Lindsey Ehinger** to invite **Wendy Martinez**, CFJH Director of Housing Solutions, to present at an upcoming DSC meeting.
- **DSC members** to direct their contacts to provide airport shuttle comments to [startcomments@jacksonwy.gov](mailto:startcomments@jacksonwy.gov).

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

- a. Dr. Dan McCoy, UW WORTH Institute Director (presentation only)
- b. Darren Rudloff, Rudloff Solutions Founder/Owner (presentation only)
- c. Bianca Mary Walder, UW WORTH Graduate Student (presentation only)
- d. Taylor Kruger, UW WORTH Assistant Research Scientist (presentation only)
- e. Emily Davis, GTNP Public Information Officer (guest)
- f. Michell Howard, Wyoming Office of Tourism Senior Director of Brand Strategy (sub - second half)

#### 2. UW's data/indicator assessment and report

- a. Dr. Dan McCoy and Darren Rudloff presented on the implementation status for the [Tourism Dashboard](#) revisions and indicator report (reference: [SDMP 7.1, 7.2](#)). The University of Wyoming has led a data/indicator working group to assess and revise the current SDMP indicators in the JHTTB's database and on the public facing Tourism Dashboard. Darren Rudloff and Berekey Young are assisting in creating a public report that provides additional context while analyzing the complex story of tourism in Teton County through social, environmental, and economic data.
- b. The Destination Stewardship Council will meet with UW's team in January 2026 to discuss how to enhance the report's usefulness to stakeholders and community members.

#### 3. SDMP implementation feedback/discussion

- a. Governance
  - i. DMMO update

1. The JHTTB is moving forward with amending bylaws in accordance with hiring staff. The JHTTB is working with the Employers Council for job descriptions, salary matrix, and helping with the hiring process. The JHTTB plans to communicate all changes with elected officials.
- b. Workforce
  - i. The virtual workforce training program will be run as a pilot this winter with early adopter businesses that will provide feedback prior to releasing the course to the community.
  1. **ACTION ITEM:** Lindsey Ehinger to connect Jay Pence with Taylor Kruger to participate in the virtual workforce training review.
- c. Transit
  - i. Paid overnight parking at the Millward parking garage
    1. The Town is collecting data on parking garage usage to understand impacts from the overnight fee structure change. The Town is working to manage the public asset to support usage by residents, workers, and visitors. As more data is collected, the Town will consider whether the garage could be integrated into airport shuttle operations.
  - ii. Airport shuttle
    1. The third year of the airport shuttle began with operational changes to enhance convenience for locals and visitors. The airport is coordinating with the JHTTB and START on marketing and promotion. The airport and START are analyzing parking and pricing options to promote ridership at peak periods. The pilot is intended to gain feedback and data about factors that could influence potential long-term public transit options north of town.
      - a. **ACTION ITEM:** DSC members are to direct their contacts to provide shuttle comments to [startcomments@jacksonwy.gov](mailto:startcomments@jacksonwy.gov).

#### 4. SDMP Phase 3

- a. DSC members reviewed SDMP Phase implementation status and identified gaps and red flags. Overall, implementation is well underway on the majority (14 out of 17) of priority action items including the DSC's top priorities identified in April 2025.
- b. The DSC identified housing as an SDMP area in which the objectives outlined in the SDMP may not reflect current community priorities. DSC members discussed goals of staying informed by participating in existing housing conversations and adding value/perspective to current work being done by outside entities.
  - i. **ACTION ITEM:** Lindsey Ehinger to invite Wendy Martinez, CFJH Director of Housing Solutions, to present at an upcoming DSC meeting.
- c. Focus areas for next six months
  - i. DSC members suggested that the SDMP issues could be categorized based on items in which the JHTTB and DSC can lead and direct impact versus items that are important to keep track of and offer opinions/support.
  - ii. Visitor flow management is a high priority area for the summer particularly in relation to upcoming construction challenges in Grand Teton National Park.

The park will be considering how and where to direct visitation to enhance visitor experience and mitigate negative impacts.

- iii. Individual DSC member suggestions for current SDMP priorities include obtaining data from businesses on workforce recruitment/retention challenges, prioritizing messaging on reducing traffic congestion, enhancing promotion of sustainable businesses, and increasing focus on education/coordination of messaging by frontline staff to enhance consistency and prioritize key issues.

## 5. DSC communications and outreach

- a. Public Engagement - SDMP Implementation
  - i. [Free mindfulness training](#) for service workers to manage work-related stress.
    - 1. December 9, 2025, from 10:00 - 11:00 am at Trio.
  - ii. [Water Conservation Feedback](#) to gather feedback on recent water restrictions.
    - 1. December 17, 2025, from 5:00 - 7:00 pm at the library
  - iii. Hospitality and Tourism Fair to connect employers statewide with UW students.
    - 1. February 12, 2026, from 10:00 am - 2:00 pm at UW.
      - a. Employers: [register here](#).

## 6. Logistics

- a. Next meeting: January 22, 2026 at TBD location

### Invited:

- DSC Members:
  - Chip Jenkins, GTNP Superintendent
  - Bekee Hotze, BNF Deputy Forest Supervisor
  - Wes Gardner, Teton County Commissioner
  - Arne Jorgensen, Jackson Town Mayor
  - Rick Howe, JH Chamber of Commerce President/CEO
  - Kari Cooper, JH AIR Executive Director
  - Annie Riddell, Community Foundation of JH Director of Grants and Nonprofit Outreach
  - 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
  - Jay Pence, Caribou-Targhee National Forest Teton Basin District Ranger
  - Piper Singer, Wyoming Office of Tourism Communications Senior Manager (ex-officio)
    - Michell Howard, Wyoming Office of Tourism Senior Director of Brand Strategy
  - Johanna Holbrook, JHTTB Sustainability Committee Chair (guest)
- JHTTB Contractors:
  - Crista Valentino, JHTTB Executive Director

- John Bowers, JHTTB Marketing Director
- Lindsey Ehinger, JHTTB Destination Management Coordinator
- Britney Magleby, JHTTB Communications Manager

**Attended:**

- DSC Members:
  - Chip Jenkins, GTNP Superintendent
    - Emily Davis, GTNP Public Information Officer
  - Wes Gardner, Teton County Commissioner (virtual)
  - Arne Jorgensen, Jackson Town Mayor
  - Rick Howe, JH Chamber of Commerce President/CEO (first 90 minutes)
  - Kari Cooper, JH AIR Executive Director (virtual)
  - Annie Riddell, Community Foundation of JH Director of Grants and Nonprofit Outreach
  - Jeremy Barnum, Jackson Hole Airport Chief Communications Officer
  - Julien Hass, Community at Large (virtual)
  - Ryan Stolp, Community at Large (virtual)
  - Jay Pence, Caribou-Targhee National Forest Teton Basin District Ranger
  - Michell Howard, Wyoming Office of Tourism Senior Director of Brand Strategy (sub; ex-officio, second half; virtual)
  - Johanna Holbrook, JHTTB Sustainability Committee Chair (sub)
- JHTTB Contractors:
  - Crista Valentino, JHTTB Executive Director
  - John Bowers, JHTTB Marketing Director
  - Lindsey Ehinger, JHTTB Destination Management Coordinator
  - Britney Magleby, JHTTB Communications Manager
- Guests (first 30 minutes for presentation)
  - Dr. Dan McCoy, UW WORTH Institute Director
  - Darren Rudloff, Rudloff Solutions Founder/Owner
  - Bianca Mary Walder, UW WORTH Graduate Student
  - Taylor Kruger, UW WORTH Assistant Research Scientist

**Not Present:**

- DSC Members:
  - Bekee Hotze, BTFN Deputy Forest Supervisor
  - Ned Wonson, JHMR Marketing Director
  - Mary Bess, JHTTB DSC Representative