

Destination Stewardship Council (DSC) Meeting #35

Thursday, February 26, 2026

10:00 am - 12:00 pm

BTNF Office

and zoom if necessary

MINUTES

ACTION ITEMS:

- **Governance:**

- **DSC members** to fill out DSC member survey (if not already completed).
- The **JHTTB** to review SDMP items previously assigned to the DMMO and JHTTB to understand roles/responsibilities in the new DMMO structure context.
- The **JHTTB** to clarify the upcoming roles/responsibilities and communication structure among the DSC, DMMO, and JHTTB.
- The **JHTTB** to increase frequency of presentations to the Town/County and include DSC perspectives.

- **GTNP Construction:**

- **DSC members** to contact **Emily Davis** (emily_davis@nps.gov; 307-690-0622) to assist with disseminating info.
- **Emily Davis** and **John Bowers** to create an info toolkit for dissemination.
- **Rick Howe** to connect with **Emily Davis** about upcoming Chamber events for GTNP construction presentations.

1. Welcome of new/substitute/guest members

- a. Emily Davis, GTNP Public Affairs Officer (sub)

2. DSC member internal survey results

- a. Validate/discuss survey results and next steps
 - i. DSC members filled out a survey to address internal governance issues and identify areas for improvement. DSC members generally felt that meetings are going well and provide benefits to individual members. Members disagreed on how to prioritize upcoming meeting topics, with each proposed topic receiving some votes for high priority and low priority. This result showcases DSC members' diversity of opinions and destination management priorities.
 - ii. DSC members reported uncertainty about the DSC's external impact and purpose. The DSC functions as an advisory group but does not currently take a stance on individual issues or advocate as its own entity. DSC members find value in the opportunity to engage with various segments of the community. DSC members discussed the importance of individual members reporting back to their own organizations and taking action on destination management issues/decisions within their realm. The JHTTB recognized that DSC discussions

influence their own personal decision-making but noted that many SDMP initiatives fall outside the JHTTB's scope of work.

1. **ACTION ITEM:** The **JHTTB** to increase frequency of presentations to the Town/County and include DSC perspectives.
- iii. The DSC requested clarification about the role of the DSC, DMMO, and JHTTB with upcoming organizational structure changes. DSC members suggested that it might be beneficial to wait until the DMMO executive director is hired and can be included in discussions. The DSC plans to make suggestions to the JHTTB to help highlight where they find themselves to be most effective. The JHTTB plans to provide clarification to the DSC on how communication will flow from the DSC to the JHTTB and vice versa.
 1. **ACTION ITEM:** The **DSC** recommends that the **JHTTB** review SDMP items previously assigned to the DMMO and JHTTB to understand roles/responsibilities in the new DMMO structure context.
 2. **ACTION ITEM:** The **JHTTB** is to clarify the roles/responsibilities and communication structure among the DSC, DMMO, and JHTTB.
- b. Prioritize future discussion topics
 - i. DSC members reported vastly different opinions on how to prioritize upcoming discussion topics. The top area of consensus focused on current SDMP implementation status. DSC members also wanted to better understand their role in supporting outside organizations who are leading implementation on SDMP goals such as transit and housing.
 - ii. Wendy Martinez, Director of Housing Solutions at the Community Foundation of Jackson Hole, is scheduled to present to the DSC in April on the collaborative housing solutions project. The DSC is interested in learning how Wendy's project aligns with current SDMP initiatives and how members can assist in the collaborative efforts.
 1. **ACTION ITEM: Lindsey Ehinger** to connect with **Wendy Martinez** prior to her April presentation to align presentation topics.
 - iii. DSC members noted that destination stewardship discussion topics should also include enhancing the quality of the visitor experience in addition to mitigating impacts.

3. SDMP implementation feedback/discussion

- a. Visitor Management/Marketing & Education
 - i. January visitation data ([see JHN&G article](#))
 1. DSC members discussed January visitation data including paid occupancy, total occupancy, enplanements, and park visits. The Destination/Hospitality Task Force formed in December 2025 to address low projections for January 2026 visitation. The DSC recognized that visitor volume is important to business community vibrancy, particularly in non-summer months. To enhance consistency, the JHTTB posts publicly available data at <https://industry.visitjacksonhole.com/data-and-reports>.

2. DSC members noted the impact of this winter’s weather on visitor volumes and in-destination activity choices. DSC members commented that a short period of data requires contextualization over greater timespans to understand trends. However, the weather pattern for this winter correlates with the expected projections for future weather patterns in the Mountain West in coming decades.
- ii. GTNP construction impact management plan ([see JHN&G article](#))
 1. GTNP is planning multiple construction projects for summer 2026 that will impact visitation. Geographic areas impacted include Death Canyon, Taggart Lake, Mormon Row, and the inner park road. GTNP is creating an action team to proactively address visitor experience and impacts with the intent of “Rethinking a Grand Teton Experience.”
 2. GTNP is working internally and with partners to redistribute visitation to other areas of the park (such as Colter Bay) and areas outside the park based on partner recommendations. The team is considering which areas are able and willing to accept more visitation versus regions that are at capacity or uninterested in increased visitation.
 3. GTNP is working collaboratively with the JHTTB marketing team to proactively communicate with visitors. Messaging will include references to the park’s upcoming centennial anniversary in 2029.
 4. Multiple infrastructure changes are also in the works including digital park passes and pre-purchased passes. GTNP is working with community partners to develop procedures for pass purchases.
 5. DSC assistance:
 - a. **ACTION ITEM: DSC members** are asked to contact **Emily Davis** to join the action team and/or provide feedback. Emily will send out slides. John has a group. Emily can come speak with teams.
 - b. **ACTION ITEM: Rick Howe** to connect with **Emily Davis** regarding upcoming Chamber event outreach opportunities.
 - c. **ACTION ITEM: Emily Davis** and **John Bowers** to create slidedeck/toolkit to send to members and businesses to help coordinate community outreach.

b. Governance

- i. WY Governor’s Hospitality and Tourism Convention (Gov Con)
 1. DSC members reported that tourism is very much supported at the state level. Gov Con included significant discussions on visitor experience and technology enhancement for visitor marketing and management. Teton County’s contributions have been well received.

4. DSC communications and outreach

a. Public Engagement – SDMP Implementation

- i. Transit:
 1. The final free airport shuttle day will be **March 21, 2026**.
- ii. Climate:

1. Chamber's Business Over Breakfast – *Firewise: Preparing for Wildfire Risk*
 - a. **March 5, 2026**, from 7:30 am - 9:00 am at the Lodge at JH.

5. Logistics

- a. Next meetings:
 - i. March 19, 2026 at **TBD location** (*early due to spring break*)
 1. Potential Topic: Community and stakeholder engagement
 - ii. April 23, 2026 at **TBD location**
 1. Guest: Wendy Martinez, CFJH Director of Housing Solutions

Invited:

- DSC Members:
 - Chip Jenkins, GTNP Superintendent
 - Emily Davis, GTNP Public Affairs Officer (sub)
 - Bekee Hotze, BTNF Deputy Forest Supervisor
 - Mary Cernicek, BTNF Public Affairs Officer (sub)
 - 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 (sub)
 - 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:
 - Emily Davis, GTNP Public Affairs Officer (sub)
 - Mary Cernicek, BTNF Public Affairs Officer (sub)
 - Wes Gardner, Teton County Commissioner

- Arne Jorgensen, Jackson Town Mayor (online)
- 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 (first half)
- Mary Bess, JHTTB DSC Representative
- Jeremy Barnum, Jackson Hole Airport Chief Communications Officer
- Julien Hass, Community at Large
- Ryan Stolp, Community at Large
- Michell Howard, Wyoming Office of Tourism Senior Director of Brand Strategy (sub)
- Johanna Holbrook, JHTTB Sustainability Committee Chair (guest - online)
- JHTTB Contractors:
 - Crista Valentino, JHTTB Executive Director (second half)
 - John Bowers, JHTTB Marketing Director
 - Lindsey Ehinger, JHTTB Destination Management Coordinator
 - Britney Magleby, JHTTB Communications Manager (online)

Not Present:

- DSC Members:
 - Ned Wonson, JHMR Marketing Director
 - Jay Pence, Caribou-Targhee National Forest Teton Basin District Ranger