

Destination Stewardship Council (DSC) Meeting #36

Thursday, March 19, 2026

10:00 am - 12:00 pm

BTNF Office

MINUTES

ACTION ITEMS:

- Volunteer/voluntourism:
 - **DSC members** to ensure their organization's information is up to date on the JHTTB's voluntourism webpage: <https://visitjacksonhole.com/activities/voluntourism>.
 - **JH Chamber** and **JHTTB** to add volunteer opportunities to frontline worker training course.
- Frontline worker training:
 - **JH Chamber** and **JHTTB** to create flyer and email content for sharing.
 - **DSC members** to share frontline training info with stakeholders (HR departments, concessionaires, managers, etc.) when available.
 - **JH Chamber** to conduct in-person training/course outreach as available.
 - **JH Chamber** to send outreach materials to business listserv.
- Sustainable business promotion:
 - **JH Chamber** and **JHTTB** to create filter mechanisms on websites to highlight sustainable businesses and make it easier for visitors to find and use that information.
 - **Wes Gardner** to reach out to the JH picture map manager to see if it is possible to incorporate BEST and Sustainable Business Leader icons onto this season's map.
- **DSC members** to amplify Rendezvous weekend fare-free transit messaging.
- **Lindsey Ehinger** to connect with Amy Madera (JHHS) and Teton Science Schools regarding student engagement opportunities including workforce pipeline issues and general visitor management outreach.
- **DSC members** to consider how/where to disperse visitors spatially around the valley while reconsidering the "Grand Experience" this summer.

1. Welcome of new/substitute/guest members

- a. Alex Lemieux, Chamber of Commerce Board Chair

2. SDMP implementation short-form feedback

a. Governance

i. DMMO update/questions

1. The JHTTB received 47 applications for executive director. DSC members appreciated the opportunity to provide questions to applicants prior to the interview process. The Board is working with the Deputy County

Attorney Keith Gingery to finalize an employment offer. The executive director is expected to start in April.

b. Marketing/education

i. Voluntourism (1.3.5)

1. DSC members noted significant interest in volunteer/voluntourism programs from visitors, part-time residents, donors, and corporate groups. Some members noted that limited staff capacity constrains their ability to manage volunteers. Nonprofit partners are often engaged to help organize volunteers and projects.
 - a. **ACTION ITEM:** DSC members to ensure their information is up to date on the JHTTB's voluntourism webpage:
<https://visitjacksonhole.com/activities/voluntourism>.
2. DSC members noted the potential for the local workforce to deepen community ties through volunteer opportunities based on their personal interests.
 - a. **ACTION ITEM:** JH Chamber and JHTTB to add volunteer opportunities to the frontline worker training course.

c. Data/monitoring (7.2.1)

- i. The University of Wyoming released the [Delphi study report](#) following Data/Indicator Working Group feedback. Through a new contract with Datafy, the JHTTB can add up to 10 new indicators per year to the [Tourism Dashboard](#).

d. Workforce

i. Frontline worker training (3.3.1, 1.3.4)

1. DSC members discussed outreach and engagement mechanisms for the upcoming frontline workforce training course. The JH Chamber will introduce the course at the May 6, 2026, Welcome JH event. The workforce event will be held in conjunction with the local volunteer fair.
2. **ACTION ITEMS:**
 - a. JH Chamber and JHTTB to create flyer and email content for sharing.
 - i. DSC members to share frontline training info with stakeholders (HR departments, concessionaires, managers, etc.) when available.
 - b. JH Chamber to conduct in-person training/course outreach as available.
 - c. JH Chamber to send outreach materials to business listserv.

e. Transit

i. Incentives: Fare-free Rendezvous weekend (5.3.2)

1. All START bus routes from Town/Stilson/Teton Village will be free on March 28-29, 2026, during Rendezvous Festival weekend. START, JHMR, JHTTB, and TVA are working on marketing.
 - a. **ACTION ITEM:** DSC members are asked to amplify messaging about free transit over Rendezvous weekend.

f. GTNP construction

- i. GTNP outlined summer 2026 construction projects including Moose-Wilson road reconfiguration, inner park road construction, and Mormon Row enhancements. GTNP is proactively reaching out to partners to amplify messaging efforts to visitors.
- ii. The JHTTB is assisting with messaging and creating relevant visitor itineraries. GTNP is considering the potential additional costs that visitors may incur when accessing multiple attractions and access points.
 1. **ACTION ITEM:** GTNP is asking partners to consider how/where to disperse visitors spatially around the valley while reconsidering the “Grand Experience” this summer.

3. SDMP implementation long-form feedback discussion

a. Marketing/Education

- i. Sustainable business certification status and goals *(6.4.2, 1.2.1)*
 1. DSC members discussed SDMP initiatives related to promoting businesses with sustainability certifications (marketing/education) and encouraging businesses to become certified (improving sustainability practices throughout the destination). DSC members discussed the difficulty in delegating implementation responsibility to any one party because businesses, governmental entities, and nonprofits all play an important role in enhancing and promoting best practices.
 2. The JHTTB noted that businesses with sustainability certifications are currently ranked higher for promotion on the [visitjacksonhole.com](https://www.visitjacksonhole.com) website. DSC members also noted the potential for sustainable businesses to be promoted on a future JH app (if/when available).
 - a. **ACTION ITEM:** JH Chamber and JHTTB to create mechanisms on websites to highlight sustainable businesses and make it easier for visitors to find and use that information.
 - b. **ACTION ITEM:** Wes Gardner to reach out to the JH picture map manager to see if it is possible to incorporate BEST and Sustainable Business Leader icons onto the map.
- ii. High school student engagement *(SDMP 1.1.5, 3.1)*
 1. DSC members noted the potential to join current work across the state by organizations such as the WY Hospitality and Travel Coalition (WHTC), ProStart, and community colleges. Central Wyoming College is working with JHHS and the Chamber to engage students in local internship programs. JHTTB Board members have also engaged directly with students at JHHS.
 - a. **ACTION ITEM:** Lindsey Ehinger to connect with Amy Madera (JHHS) and Teton Science Schools regarding student engagement opportunities including workforce pipeline issues and general tourism discussions.

4. Logistics – plan future agendas

a. Future meeting topics (dates reserved from original proposal):

- i. April 23, 2026: Climate action; traffic/transit action items
 1. Transit convening and advocacy (5.3.2)
 - a. Parking changes – impacts on workers, traffic
 - b. Airport shuttle – outcomes, analysis, next steps
 2. Resilient tourism and the impacts of climate change (SDMP Goal 6)
 - a. Impacts/responses from Hill Climb cancellation and low snow
 - b. Wildfire outlook/management
 - i. Guest: Teton Area Wildfire Prevention Coalition (TAWPC)?
 3. **ACTION ITEM:** Lindsey Ehinger to postpone the presentation by Wendy Martinez, CFJH Director of Housing Solutions.
- ii. May 28, 2026:
 1. DSC/JHTTB/DMMO strategy, goals, communications
 2. Potential Indicator Report release

5. DSC communications and outreach

a. Public Engagement

- i. Visitor Management
 1. The WY Office of Outdoor Recreation’s Teton County Outdoor Recreation Collaborative meeting on **April 21, 2026** from **5:00 - 7:00 pm** at the library and online.
- ii. Workforce
 1. Welcome JH event: **May 6, 2026** from **4:00 - 7:00 pm** at the Chamber.
- iii. Transit
 1. The final free airport shuttle day will be **March 21, 2026**.
 2. START will offer free transit during Rendezvous weekend (**March 28-29, 2026**).
- iv. Governance
 1. Chamber’s Business Over Breakfast with a legislative update and budget session recap by Teton County legislators: **May 7, 2026** from **7:30 - 9:00 am** at the fairgrounds.
 2. Chamber’s Business Development Luncheon with the US Chamber of Commerce/New WYOT Director/WYDOT/New JHTTB Director The Lodge at Jackson Hole Conference Center: **May 14, 2026** from **12:00 - 2:00 pm**.

Invited:

- DSC Members:
 - Chip Jenkins, GTNP Superintendent
 - 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

- Alex Lemieux, JH Chamber of Commerce Board Chair
 - 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:
 - Chip Jenkins, GTNP Superintendent
 - Mary Cernicek, BTNF Public Affairs Officer (sub - first ¾)
 - Wes Gardner, Teton County Commissioner
 - Arne Jorgensen, Jackson Town Mayor
 - Alex Lemieux, JH Chamber of Commerce Board Chair
 - Kari Cooper, JH AIR Executive Director (online)
 - Annie Riddell, Community Foundation of JH Director of Grants and Nonprofit Outreach
 - Ned Wonson, JHMR Marketing Director
 - Julien Hass, Community at Large
 - Ryan Stolp, Community at Large
 - Jay Pence, Caribou-Targhee National Forest Teton Basin District Ranger
 - Johanna Holbrook, JHTTB Sustainability Committee Chair (substitute)
- JHTTB Contractors:
 - Crista Valentino, JHTTB Executive Director
 - John Bowers, JHTTB Marketing Director (online)
 - Lindsey Ehinger, JHTTB Destination Management Coordinator
 - Britney Magleby, JHTTB Communications Manager (online)

Not Present:

- DSC Members:
 - Jeremy Barnum, Jackson Hole Airport Chief Communications Officer

- Piper Singer, Wyoming Office of Tourism Communications Senior Manager (ex-officio)
 - Michell Howard, Wyoming Office of Tourism Senior Director of Brand Strategy (sub)