

Destination Stewardship Council (DSC) Meeting #38

Thursday, May 28, 2026

10:00 am - 12:00 pm

MINUTES

ACTION ITEM:

- **Visit Jackson Hole** to review DSC members' feedback and provide recommendations on the group's future evolution.

1. SDMP implementation action items

- a. Communications/Education and Data/Monitoring
 - i. Wyoming Office of Tourism (WOT): 2025 [Advertising Effectiveness Report](#) (SDMP 4.1)
 1. The WOT report outlines the impact of marketing on spending, brand recognition, and return on investment.
- b. Workforce
 - i. The JH Pro [frontline worker training](#), led by the Chamber of Commerce and University of Wyoming, is now available. The DSC ranked workforce training/development as a top SDMP Phase 2 priority. (SDMP 3.3.1)
 - ii. The Workforce Appreciation and Retention Program (WARP) is actively connecting frontline workers with destination experiences. (SDMP 3.2)
- c. Transit
 - i. START is organizing a free commuter bus week from June 1-5, 2026.
 - ii. The County and partners are also working on initiating a nonstop shuttle to Teton Village and a van pool program.

2. DMMO/DSC/JHTTB

- a. Reference: [February 2026 DSC Minutes](#)
- b. The Jackson Hole Travel and Tourism Board (JHTTB—now dba Visit Jackson Hole) formed the Destination Stewardship Council (DSC) in 2023 as an evolution of the Steering Committee created during the SDMP development process. The group initially provided community oversight of SDMP implementation in the absence of an official Destination Management and Marketing Organization (DMMO). Visit Jackson Hole and the DSC discussed the evolution of the group concurrent with governance changes including the formation of the new DMMO.
- c. DSC members appreciated their ability to have candid discussions and provide advice from a variety of viewpoints without making official decisions. Members found effectiveness in utilizing DSC discussions to guide decisions in their own individual organizations rather than making specific recommendations from the DSC as a whole. With JHTTB Board members, Visit Jackson Hole staff, and community members in attendance at DSC meetings, the DSC effectively provides diverse perspectives to decision makers across the community.

- d. DSC members felt that the DSC has been most effective at connecting community leaders and identifying destination management/stewardship issues. Members also felt that the DSC has been very successful at prioritizing SDMP action items and guiding marketing and stewardship decisions for SDMP implementation. To enhance effectiveness, DSC members would like to see better alignment on the DSC's vision/purpose/priorities and clearer direction from the JHTTB/Visit Jackson Hole.
- e. DSC members appreciated the opportunity to discuss a large variety of community issues in an open, welcoming setting. Members appreciated the opportunity to provide input on agenda items and felt that the group is generally well-prepared for robust discussion. Some members would like to prioritize meeting time on complex problem solving rather than current implementation items.
- f. DSC members had questions about scope creep and how the agenda creation and meeting facilitation are directed and managed. DSC members are interested in further exploring the relationship and communication structure between the DSC, JHTTB Board, and DMMO. Currently, both the JHTTB and DSC members can request agenda topics for DSC discussion, guidance, and assistance.
- g. DSC members found challenges in aligning on agenda priorities and executing SDMP implementation items. Members noted the difficulties in navigating political issues and maintaining a long-term focus rather than emphasizing current pertinent policy topics. DSC members also mentioned challenges in community engagement and obtaining ongoing community feedback to incorporate into discussions.
- h. Members suggested that the DSC could enhance the work of Visit Jackson Hole by providing DMMO staff with broad stakeholder feedback and implementation priorities. DSC members believed they could assist with identifying and addressing gaps in data and supporting stewardship initiatives. DSC members also felt that they could amplify impact by engaging their own organizations in addressing shared goals and disseminating information to their stakeholders.
- i. The DSC's ideal community impacts include increased resident trust that the community and its values are represented in decision making. The DSC would also like to realize enhanced stewardship through data collection and analysis and improved overall quality of life. Decisions influenced by DSC discussions would result in increased action on long-term needs, greater stakeholder alignment, and integrated SDMP implementation among diverse organizations.

3. Logistics – plan future agendas

- a. Future meeting topics (*proposed*):
 - i. June 25, 2026 – DSC members evenly split their prioritization preference on two agenda topic choices for June:
 - 1. UW's Indicator Report – results and community outreach.
 - 2. Visitor management topics – workshopping and identifying solutions to current early summer issues.
 - ii. Future: Transportation impacts, convening, and advocacy (5.3.2)
 - a. Airport shuttle – outcomes, next steps (*if available*)
 - b. Summer transportation/traffic action items (*if timely*)

4. DSC communications and outreach

- a. Internal
 - i. May DMC Report
- b. Public Engagement
 - i. Visitor Management
 - 1. GTNP is hosting its annual visitor experience stakeholder meeting virtually on **June 17, 2026**, from **2:00 pm - 3:00 pm**.
 - 2. The WY Office of Outdoor Recreation is hosting a Teton County Outdoor Recreation Collaborative meeting on **June 4, 2026**, from **5:00 - 7:00 pm** at the Teton Science Schools and online.
 - ii. Data/Reporting
 - 1. Visit Jackson Hole's Hospitality Partners Update: online on **May 21, 2026**, from **12:00 - 1:00 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, Town of Jackson 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)
 - 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:
 - Bekee Hotze, BTNF Deputy Forest Supervisor
 - Wes Gardner, Teton County Commissioner
 - Arne Jorgensen, Town of Jackson 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
- Mary Bess, JHTTB DSC Representative
- Jeremy Barnum, Jackson Hole Airport Chief Communications Officer
- Julien Hass, Community at Large
- Piper Singer, Wyoming Office of Tourism Communications Senior Manager (ex-officio; second half)
- 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

Not Present:

- DSC Members:
 - Chip Jenkins, GTNP Superintendent
 - Ned Wonson, JHMR Marketing Director
 - Ryan Stolp, Community at Large
 - Jay Pence, Caribou-Targhee National Forest Teton Basin District Ranger