

Destination Stewardship Council (DSC) Meeting #39

Thursday, June 25, 2026

10:00 am - 12:00 pm

Teton County Library

MINUTES

ACTION ITEMS:

- Indicator Report outreach:
 - **Visit Jackson Hole** to consider developing an Indicator Report “road show” with workshops, presentations, and Town Hall meetings to engage in two-way communication with community members.
 - **Visit Jackson Hole** to consider sending the Indicator Report information to elected officials via email and potentially present to electeds if requested.
 - **Visit Jackson Hole** to consider sending the Indicator Report information to the nonprofit listserv and Systems of Conservation group.
 - **Visit Jackson Hole** to consider meeting with **Dan McCoy** and the JHN&G to develop a story on the Indicator Report and outcomes.
- **Visit Jackson Hole** and **UW** to discuss the potential for UW to recommend further actions (e.g. policies, funding decisions) based on the Indicator Report.
- **Dan McCoy and UW** to evaluate options for university students to support decision making and implementation via research projects.

1. Welcome of new/substitute/guest members

- a. Dr. Dan McCoy, UW WORTH Institute Director (guest)
- b. Darren Rudloff, Rudloff Solutions Owner/Founder (guest–online)
- c. Dr. Jenn Newton, GTNP Social Scientist (guest)
- d. Shelby Combs, Visit Jackson Hole Operations Manager (VJH staff)

2. SDMP implementation action items

- a. SDMP implementation
 - i. There are 24 priority actions items in SDMP Years 4-5 (out of 86 total) that the DSC has not yet discussed. Year 4 technically began in February 2026.
 - ii. The DSC noted that it can be challenging to assess the community’s SDMP implementation progress in part because the plan has so many levels of depth. Implementation progress can be measured broadly across each of the eight stewardship goals, and/or the 25 priority initiatives, and/or the 86 detailed priority action items. We can present the status of each item (as in the SDMP Progress Tracker), but sometimes that level of detail makes it difficult to view the big picture and our achievement of the plan’s overarching intent.
 - iii. Goal 2: Visitor Management
 1. The DSC evaluated the current level of progress on Visitor Management (SDMP Goal 2): *“Balance the needs and aspirations of residents,*

businesses, and visitors across all lands,” utilizing the SDMP's key Measures of Success ([SDMP pg. 29](#)). The visitor management SDMP section includes priority action items for years 1-5.

2. The DSC member responses highlighted implementation challenges (performance rating lagging behind importance ratings) across all Measures of Success metrics.
 - a. Survey results revealed that the highest priority was addressing Measure of Success #5: *"Negative visitor impacts on local quality of life, quality of work, and quality of environment are mitigated, and destination visitation is sustainable."*
 - b. The largest performance shortfall (performance - importance) was Measure of Success #4: *"Community stakeholders are satisfied with the balance of resident needs and visitor expectations."*
 - c. The area of highest relative performance to importance was Measure of Success #2: *"Community stakeholders feel their voices have been heard."* This suggests that recent DSC and Visit Jackson Hole efforts have made positive strides in community and/or stakeholder engagement.

b. [SDMP](#) Analysis: Communications & Education; Monitoring & Reporting

i. [SDMP Indicator Report](#) (Dr. Dan McCoy)

1. Main takeaways

- a. The Indicator Report outlined many positive results including very high levels of visitor satisfaction with their travel experience. Top challenges identified by residents, including housing and traffic, are common issues across similar destinations. The report indicated that increased collaboration is helping raise awareness of community-wide issues and that tourism industry involvement is important even if feasible actions are limited by governance statutes for some entities including Visit Jackson Hole.
- b. DSC members expressed that while both are important, it is important to distinguish between perceived impacts and data-backed impacts. DSC members also noted that further analysis may be needed to determine the primary causes of community-wide impacts. Impacts are often a blended result of actions by residents, visitors, and part-time residents.
- c. DSC members emphasized that sentiment on certain issues, such as traffic, varies significantly between visitors and residents. The report indicates that top issues for visitors are price and perceived value.

2. Next steps

- a. The DSC discussed how the data can inform decision making, SDMP implementation, and funding priorities at the destination level. DSC members noted that each individual member organization can utilize the results in their own decision-making processes.
- b. DSC members suggested that the University of Wyoming (UW) could play a key role in developing recommended solution-oriented action items as an objective outside researcher.

- i. **ACTION ITEM: Visit Jackson Hole and UW** to discuss the potential for UW to create recommended further actions (e.g. policies, funding decisions) based on the Indicator Report.
 - c. DSC members suggested that UW could restart their past work engaging college students in creative research projects and developing recommended implementation actions.
 - i. **ACTION ITEM: UW** to evaluate options for students to support decision making and implementation via research projects.
- 3. Further outreach/communications
 - a. DSC members discussed their role in amplifying the impact of the report through messaging and outreach. Members suggested that clarification of responsibilities and action items would help align the message.
 - b. DSC members felt that the Indicator Report established a useful framework for community engagement and increasing awareness about SDMP implementation work currently underway. Members provided recommendations for two-way discussions about the Indicator Report and its broader implications.
 - i. **ACTION ITEM: Visit Jackson Hole** to consider sending Indicator Report info to the nonprofit listserv and Systems of Conservation working group.
 - ii. **ACTION ITEM: Visit Jackson Hole** to consider developing an Indicator Report “road show” with workshops, presentations, and Town Hall meetings to engage in two-way communication with community members.
 - iii. **ACTION ITEM: Visit Jackson Hole** to consider sending Indicator Report information to elected officials via email and potentially present to electeds if requested.
 - iv. **ACTION ITEM: Visit Jackson Hole** to consider meeting with **Dr. Dan McCoy** and the JHN&G to develop a story on the Indicator Report and outcomes.

3. DMMO/DSC/JHTTB

- a. DSC governance discussion summary
 - i. DSC members provided feedback on the summary of last month’s DSC governance discussion. DSC members clarified that the purpose of the DSC is not for members to implement the SDMP but rather to oversee implementation. Actions include identifying and prioritizing community needs, facilitating/supporting/catalyzing implementation by member organizations and outside stakeholders, and establishing community connections.
 - ii. DSC members requested clearer direction, stronger communication, and a more structured feedback loop among the DSC, JHTTB, and Visit Jackson Hole. DSC members noted challenges with establishing accountability but suggested that

enhanced reporting structures could help track members' SDMP implementation progress.

4. Logistics – plan future agendas

- a. Future meeting topics (*proposed*):
 - i. July 23, 2026 discussion options
 - 1. DSC/DMMO/JHTTB discussion follow-up
 - 2. WYldlife for Tomorrow visitor contribution follow-up
 - 3. SDMP Phase 4/5 overview
 - 4. DDP funding impact recap

5. DSC communications and outreach

- a. Internal
 - i. June DMC Report
- b. Public Engagement
 - i. See DMC Report

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 Staff/Contractors:
 - Crista Valentino, Visit Jackson Hole Executive Director
 - John Bowers, Visit Jackson Hole Marketing Director
 - Britney Magleby, Visit Jackson Hole Strategic Partnerships Manager
 - Shelby Combs, Visit Jackson Hole Operations Manager
 - Lindsey Ehinger, Visit Jackson Hole Destination Management Coordinator

- Guests:
 - Dr. Dan McCoy, UW WORTH Institute Director
 - Darren Rudloff, Rudloff Solutions Owner/Founder (online)
 - Dr. Jenn Newton, GTNP Social Scientist

Attended:

- DSC Members:
 - Wes Gardner, Teton County Commissioner
 - Arne Jorgensen, Town of Jackson Mayor (virtual)
 - 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
 - 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) (second half, virtual)
 - Johanna Holbrook, JHTTB Sustainability Committee Chair (guest)
- JHTTB Staff/Contractors:
 - Crista Valentino, Visit Jackson Hole Executive Director
 - John Bowers, Visit Jackson Hole Marketing Director
 - Britney Magleby, Visit Jackson Hole Strategic Partnerships Manager
 - Shelby Combs, Visit Jackson Hole Operations Manager
 - Lindsey Ehinger, Visit Jackson Hole Destination Management Coordinator
- Guests:
 - Dr. Dan McCoy, UW WORTH Institute Director
 - Darren Rudloff, Rudloff Solutions Owner/Founder (online)
 - Dr. Jenn Newton, GTNP Social Scientist

Not Present:

- DSC Members:
 - Chip Jenkins, GTNP Superintendent
 - Bekee Hotze, BTNF Deputy Forest Supervisor
 - Mary Cernicek, BTNF Public Affairs Officer (sub)
 - Mary Bess, JHTTB DSC Representative