

REGULAR MEETING AGENDA: THURSDAY, JANUARY 8, 2026, 3:00 PM

[Watch meeting recording](#)

CALL TO ORDER

Mr. Pope called the meeting to order at 3:00 pm on Thursday, January 8, 2026.

PRONOUNCEMENT OF A QUORUM

There was a quorum with Mr. Pope, Ms. Holbrook, Mr. May, and Ms. Bess present in person and Ms. Scharp and Ms. Calder present online.

PUBLIC COMMENT

Ms. Sue Muncaster with Teton Leadership Summit made public comment about SDMP initiatives focusing on education and quality of life, and encouraged the Board to consider involving TLS to move initiatives forward in areas where they are primed to help.

ACTION ITEMS

CONSENT AGENDA

- A. *Approval of [meeting minutes from December 11, 2025](#)*
- B. *Approval of [Board Retreat minutes from December 18, 2025](#)*
- C. *Approval of [vouchers 4148 to 4177](#)*

Ms. Bess made a motion to approve the consent agenda with items A through C. Ms. Holbrook seconded. No public comment. No further discussion. Motion passed 6-0.

APPROVAL OF AGENCY OF RECORD RFP

Agency of Record Request for Proposals

Ms. Bess made a motion to approve the Agency of Record RFP. Ms. Bess seconded. No public comment.

Ms. Calder asked about flexibility in the timeline for both RFPs, and Ms. Valentino answered that the intention was to release both RFPs at the same time in case an organization would be able to fulfill both, but there is ability to make adjustments to timelines as needed, so long as everything is publicly noticed.

Ms. Calder asked about the review process, and Ms. Valentino answered that the Marketing Committee would typically review the applications and host interviews, then submit a recommendation to the full Board.

Motion passed 6-0.

APPROVAL OF PUBLIC RELATIONS AGENCY RFP

Public Relations Agency Request for Proposals

Mr. May made a motion to approve the Public Relations Agency RFP. Ms. Calder seconded. No public comment. No further discussion. Motion passed 6-0.

DISCUSSION ITEMS

REVIEW OF COMMUNITY PARTNERSHIP FUNDING PROPOSALS

Snake River Headwaters Data Dashboard application

The Board outlined the following questions for the Snake Water Headwaters application:

1. How many users, monthly and annually, do you expect to use the dashboard once it's completed?
2. What are some examples of data collection that can measure the health of the river?
3. What data do we have access to currently?
4. How do you plan on maintaining the dashboard and updating the data points once it's created?
5. Do you already have a company in mind who will be creating the site or will this go out to bid?
 - a. If a company has been chosen, did they quote you \$120,000 to build the site?
 - b. If a company has not yet been chosen, how was the \$120,000 estimate reached?
6. How would this project relate to the Henry's Fork database?
7. Can you clarify the amount that other entities (besides the JHTTB) are being asked to contribute, as there may be some discrepancies in this information between the application and the budget provided?
 - a. Is it accurate that the JHTTB is being asked to contribute the largest amount for the project?
 - b. Is it possible to ask some of the smaller organizations who would be benefitting from the data to contribute more?
8. Can you provide additional detail on the issues currently facing the watershed and how this data will address those issues?
9. For the \$13,000 that would be used towards improving water quality and quantity monitoring sites, what does this entail?
 - a. The JHTTB cannot legally fund capital improvements, so they need to understand if these would fall within that category.
10. How will the data be used? Who will use it? And in what format?
11. If you didn't receive funding for this project, or received a lower amount of funding, how would that affect the project?
12. Is a project with this size scope feasible to complete by June 30, 2026, when JHTTB funds need to be utilized?

Mountain Bike the Tetons Trail Stewardship application

The Board outlined the following questions for the Mountain Bike the Tetons Trail Stewardship application:

1. Is there any overlap between the work of Friends of Pathways and the work of Mountain Bike the Tetons, especially as it relates to this application and potential JHTTB funding?
2. Can you provide an image of where the trails that would be involved in this project are located?
 - a. Can you confirm that all trails that are a part of this project are located within Teton County, WY?

REVIEW OF FY27 DRAFT BUDGET

FY27 DRAFT budget

Ms. Valentino informed the Board that all updates from the Board Retreat are now included in the draft FY27 budget. Next steps will be to put it on a future agenda, likely in March, then go to the Town and County for approval.

The Board discussed health and other benefits, and one option provided was the Wyoming Municipalities Coalition, which Ms. Calder suggested should be ready to inform applicants upon posting any jobs.

Mr. Pope encouraged those talking about the draft budget to officials to inform them of the changes in ambassador services placement, which the rest of the Board agreed to.

TETON COUNTY HIRING PROCESS

Presented by Crista Valentino, Executive Director

Ms. Valentino notes that she spoke to the Teton County HR Department, who said they can assist in a hiring process, including facilitating job postings, facilitating interviews, negotiating, providing job offers, etc. as needed. Other options include letting the Board do the entire hiring process on their own or using the Employer's Council. Ms. Valentino recommended involving the County. Ms. Scharp asked about doing additional marketing on behalf of the JHTTB, and Ms. Valentino answered that they could do both (standard postings are included through the County and additional posting can be paid for by the JHTTB). The Board agreed to move forward with involving the County, and Ms. Valentino agreed to connect the Chair and Vice Chair with the appropriate staff at the County.

PARTNER REPORTS

No partner reports.

UPDATES

TREASURER'S REPORT

The January deposits are not officially in, but the tax revenue (collected in November) is expected at \$213,394, 58% above budget and 75% above last year's actuals. There is a discrepancy in December and January reported taxes (collected in October and November), as some of what was collected in Oct was reported for November. This should be noted when projecting for next year.

DESTIMETRICS UPDATE

Ms. Calder reported that the end-of-December report is not yet available. Earlier reports from the 15th showed lot of late pickup due to Jackson being one of the few

Mountain West destinations with snow. ADRs are coming down to support efforts to increase bookings this winter. January continues to be challenging from an airline perspective.

COMMITTEE REPORTS

Events Committee

Presented by Shelby Scharp, Events Committee Chair

Ms. Scharp reported that events applications are open through the end of January. Six JHTTB-funded events took place in December, with an estimated attendance of more than 10,000 people. Six JHTTB-funded events are taking place in January, including the Stage Stop Dog Sled Race, which is a signature event.

Reports are in for October events, which generated 6,500 attendees, 510 room nights, and over \$100,000 in lodging revenue.

Marketing Committee

Presented by John Bowers, Marketing Director

Mr. Bowers reported that marketing has reallocated funds and react to marketing conditions in real-time, which is a huge benefit to the destination. Social stats are staggering year-over-year, which he will report on more next month. Wade McCoy's video on YouTube has 75,000 views, and the social shares on Teton Pass were significant.

Sustainability Committee

Presented by Lindsey Ehinger, Destination Management Coordinator

Ms. Ehinger reported that Destination Development Program funding is starting to be put to action, specifically a workforce development program. Accessibility work and outreach is continuing to be shared, which is a core value of the SDMP. A Destination Management Cohort group meets regularly to discuss core issues like development, community funding, and short-term rentals. The Sustainability Committee is working to understand how to communicate more effectively internally and with the full Board. The DSC is overseeing implementation of the SMDP, and they took time in the last meeting to review. 14 out of 17 priority initiatives are in progress for phase 3. In January, they will be talking about how to make the annual indicator report the most effective for the community.

MATTERS FROM THE BOARD AND CONSULTANT

Ms. Valentino noted that the JHTTB is continuing most partnership applications close to their current processes, due to timing, but making adjustments based on the Board Retreat discussion as available. The ambassador services funding process will remain the same for FY27, but strategic partnerships will be consolidated to one request period with applications due by June 15, discussion in the July meeting, and a decision in the August meeting.

ADJOURN

Ms. Bess made a motion to adjourn. Meeting adjourned at 4:00 pm.

ATTEST

Approved by the Board on February 12, 2026, as evidenced by the Chairman's signature below and testified by the Board Secretary.

Julie Calder, Chair

Julie Calder

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Mike May, Secretary

Mike May

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