

**PARK COUNTY TRAVEL COUNCIL
FY2026 BUDGET HEARING
ABBREVIATED MONTHLY MEETING
THURSDAY, AUGUST 21, 2025
BUFFALO BILL CENTER OF THE WEST
WEBSTER BOARD ROOM
CODY, WY
10:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: John Parsons, Quintin Blair, Emily Swett, Michael Darby, Jill Hartmann, Chris Guyer, Mike Keller (zoom) and Toby Bonner

ABSENT: Christine Gleason and Jacob Ivanoff

OTHER ATTENDEES: Amanda Keyes, Katrina Southern (zoom), Dossie Overfield, Janet Jones (Cody Journal), Zac Taylor (Powell Tribune), George Gauvin (Best Western), Daniel Rasmussen (Cody Enterprise), Jake Hogan (Forward Cody), Jennifer Thoma (Cody Chamber), Andre Parsons (Cody Chamber),

MOTIONS APPROVED

1. Quintin Blair motioned, seconded by Jill Hartmann, to accept the agenda with Quintin's addition to add a discussion about Diane Shober to the agenda. Motion passed unanimously.
2. Toby Bonner motioned, seconded by Mike Darby, to approve the July 8, 2025 meeting minutes. Motion passed unanimously.
3. Jill Hartman motioned, seconded by Emily Swett, to allow Katrina Southern to join the International Inbound Travel Association. Motion passed. Quintin Blair recused himself.
4. Jill Hartmann motioned, seconded by Mike Darby, to award Plaza Diane Community Center for the Arts \$1,825.00 for Powell's Oktoberfest, October 11. Motion passed. Toby Bonner recused himself.
5. Quintin Blair motioned, seconded by Chris Guyer, to award Cody Country Chamber of Commerce \$500.00 for Cody Downtown Tick-or-Treating, October 31. Motion passed unanimously.
6. Mike Darby motioned, seconded by Quintin Blair, to award Plaza Diane Community Center for the Arts \$2,427.50 for the Powell Christmas Fest, November 21, December 5-6. Toby Bonner recused himself.
7. Jill Hartmann motioned, seconded by Toby Bonner, to award Cody Country Chamber of Commerce \$2,000.00 for the Cody Cowboy Christmas Parade & Stroll, November 29. Motion passed unanimously.
8. Quintin Blair motioned, seconded by Mike Keller, to award The Powell Swim Club \$500.00 for the 2026 Winter Fiesta Swim Meet, January 17-18. Motion passed unanimously.
9. Chris Guyer motioned, seconded by Quintin Blair, to award Plaza Diane Community Center for the Arts \$1,825.00 for the 2026 Plaza@5:30 Music Series, June 11, 18, 25, July 9, 16. Motion passed. Toby Bonner recused himself.
10. Emily Swett motioned, seconded by Chris Guyer, to move into Executive Session. Motion passed unanimously. Executive Session began at 10:58 a.m.
11. Quintin Blair motioned, seconded by Jill Hartmann, to exit Executive Session and move back into regular meeting. Motion passed unanimously. Executive Session ended at 11:10 a.m.
12. Quintin Blair motioned, seconded by Jill Hartman to approve the payables as presented. Motion passed unanimously.
13. Quintin Blair motioned, seconded by Jill Hartmann, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 11:12 a.m.

CALL TO ORDER

Chairman, John Parsons called the meeting to order at 10:00 a.m.

APPROVAL OF AGENDA

Quintin Blair motioned, seconded by Jill Hartmann, to accept the agenda with Quintin's addition to add a discussion about Diane Shoher to the agenda. Motion passed unanimously.

APPROVAL OF JULY 8, 2025 MEETING MINUTES

Toby Bonner motioned, seconded by Mike Darby, to approve the July 8, 2025 meeting minutes. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Emily Swett reported that the total lodging tax collections for the month of July were up \$24,738.96 (2.94%) and up \$24,738.96 (2.94%) for the year.

ADMINISTRATIVE BILLS:

Cody Yellowstone Staff in the amount of \$27,385.54 for July Payroll; Delta Dental in the amount of \$267.55 for August Dental Insurance; Allied Benefits in the amount of \$1,272.38 for September Health Insurance; Jay Moody in the amount of \$1,100.00 for Bookkeeping; Cody Enterprise in the amount of \$504.00 for Legal Ads; Swelk LLC in the amount of \$2,250.00 for rent and \$397.79 for utilities; TCT in the amount of \$295.45 for phone/internet; Canon in the amount of \$159.30 and Office Shop in the amount of \$38.86 for printer/copier/scanner/paper; Big Horn Water in the amount of \$19.00 for water; Kristi Harder in the amount of \$480.00 for cleaning; FP Mailing Solutions in the amount of \$111.04 for Mailing Machine; Elan Credit Card in the amount of \$762.61 for Executive Director Search; and Elan Credit Card in the amount of \$403.55 for administrative needs. Administrative bills totaled \$35,447.07.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$242,437.25 for July expenses; Cody Yellowstone Destination Development Funds in the amount of \$13,146.00 for DDF; Cody Country Chamber in the amount of \$12,950.88 for Visitor Center; Meeteetse Visitor Center in the amount of \$3,783.00 for Visitor Center; Powell Economic Partnership in the amount of \$10,000.00 for Visitor Center; and Yellowstone Regional Airport in the amount of \$15,000.00 for Inbound Marketing. Requests for payment totaled \$297,317.13.

REPORTS TO COUNCIL

EXECUTIVE DIRECTOR REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

Once again, we have been nominated by USA Today as the Best Fall Destination. Voting started on August 12th. We have pushed this through all of our social channels, encouraging viewers to vote.

This past June, we hosted three leading outdoor influencers for a curated Summer Solstice experience, capitalizing on the year's longest days to showcase Cody's outdoor recreation scene. Over 48 hours, the influencers experienced hiking, horseback riding, kayaking, rock climbing, ATVing, mountain biking, and rafting, creating immersive, authentic content that positioned Cody as a thriving destination for adventure. We got those results back. With 99 total posts across three outdoor influencers, we had 6,644 engagements at a 4.46% engagement rate, 154,600 reach and 12.2M impressions, \$179.8K Earned Media Value (EMV), and received a robust content library of photo and video assets now available for partners' ongoing marketing.

This past July, we hosted Adventure Cities, which is a fast-paced adventure travel show hosted by award-winning travel writer Jonathan Thompson. Its purpose is to subvert assumptions about a destination by highlighting outdoor adventures and quirky, lesser-known experiences at its heart, as well as elevating awareness of the main attractions through a fresh and lively perspective. The show will air nationally in early 2026 on: Discovery (92.5M viewers), Outside TV (10M viewers), PBS (available in 155 regional markets), and FanDuel Sports Networks (90M viewers). In addition, we will be receiving all photo/video assets from the

shoot. Participating partners included: Sunlight Sports, Joyvagen, Wyoming River Trips, Pats Brew House, The Irma, Out West Adventures, Pahaska Teepee Horseback Riding, North Fork Anglers, Cody Trout Camp.

We have received our chatbot statistics for July. Conversations are up 59% PoP with many conversations focused on camping, RV parks, and Yellowstone information. Users are still encouraged to use our conversation tree as opposed to AI initially, proving that these points of conversation chosen are resonating with the users. Top three referenced content mostly blog content, proving that the content we're creating is telling the Cody story we intend to: How to Travel with Large Groups in Cody Yellowstone, Fun Things to do With Kids in Cody Yellowstone, A-Plus Family Vacations Begin in Cody Yellowstone.

Mona and Tom Mesereau are writing our Annual Report. We are repurposing articles from previous years with updated information. They have a deadline of the end of August. Once we get this back, we will hand this over to Eric and Vision West to be formatted. This is on track to be printed by the end of September.

Cody was featured in the July issue of Garden & Gun. They featured Cody Nite Rodeo, Cody Cattle Company, and the Buffalo Bill Center of the West. This has 471,926 unique visitors and a circulation of 87,892. This was a direct result of a media visit we had in July 2025. A very quick turnaround.

We continue to make progress on our new overarching campaign, Untamed and True. Après Visuals, a Wyoming Company, has already finished filming and will be providing the first video look here by mid-September. We will have a 2.5-minute video that will also have 30-second, 15-second, and 6-second cutdowns. Verb is working on creating the new brand mark for the new campaign. Our goal is to present this at the next board meeting so we can get started implementing this in the next vacation guide.

We are looking into setting up 2 workshops in the coming months, one Fall workshop that has a teaching component and going over the 250th celebration in Park County and how they can be a part of it. This will take place in November. I am also in the process of setting up a workshop where we would work with our industry partners for receptive training for our attractions and accommodations. Sometime in Feb-March timeframe.

LATE JULY - AUGUST TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:

June 30- July 4 – Cody Stampede
July 14-21 - Adventure Cities Filming
July 24-26 – Heart Mountain Pilgrimage
Aug 16-19 – ESTO Conference
Aug 20-22 – Katrina PTO
Aug 24- 29 – ACGI Golf Tournament Event
Sept 1 – Labor Day – office closed

JULY STATS:

ATTRACTION/ENTITY	Jul-15	Jul-16	Jul-17	Jul-18	Jul-19	Jul-20	Jul-21	Jul-22	Jul-23	July-24	July-25	Change	Ytd 15	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	FY24	FY25	FY26	Change
CODY VISITOR CTR WALK INS	23,211	21,409	NA	21,960	21,185	11,050	19,170	15,656	15,587	15,418	10,767	-30.17%	#REF!	#VALUE!	#VALUE!	#VALUE!	61,648	25,576	54,594	53,328	15,587	15,418	10,767	-30.17%
VACATION GUIDE REQUESTS	3,791	10,378	6,506	5,567	5,442	11,085	9,510	1,455	3,190	3,031	3,621	19.47%	48,441	41,622	33,373	36,143	25,090	39,970	22,500	12,059	3,190	3,031	3,621	19.47%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	829	646	301	252	239	2,145	797.49%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	3,433	3,840	3,824	252	239	2,145	797.49%
VG DIST. AAA/VC/MISC	2,345	1,770	1,705	1,295	1,360	50	0	0	0	0	490	#DIV/0!	29,252	29,057	30,691	32,137	27,503	27,370	27,215	30,975	0	0	490	#DIV/0!
PCTC WEBSITE VISITS	43,998	36,059	60,939	84,501	63,275	59,819	121,839	49,947	96,879	84,733	133,228	57.23%	175,354	147,834	257,400	384,738	276,893	187,581	415,849	450,963	96,879	84,733	133,228	57.23%
BB CENTER OF THE WEST	40,057	39,536	40,456	36,155	37,717	24,134	42,476	29,317	30,869	32,217	29,208	-9.34%	95,733	92,644	98,570	93,643	89,328	45,422	105,885	87,227	30,869	32,217	29,208	-9.34%
YELLOWSTONE PARK - VEHICLES	980,702	995,917	962,404	940,563	936,062	955,645	1,081,062	596,562	969,692	992,352	975,109	-1.74%	2,277,209	2,428,175	2,316,039	2,299,939	2,294,694	1,600,509	2,669,060	1,864,771	969,692	992,352	975,109	-1.74%
EAST ENTRANCE - VEHICLES	135,844	135,771	136,126	118,936	115,599	115,798	125,799	125,799	110,391	101,581	99,315	-2.23%	290,465	296,909	294,732	269,868	253,553	201,234	244,644	200,558	110,391	101,581	99,315	-2.23%
NE ENTRANCE - VEHICLES	58,873	58,030	55,372	53,542	61,793	61,628	81,346	0	60,755	67,182	65,828	-2.02%	122,122	126,126	121,740	116,001	127,344	95,210	139,633	40,277	60,755	67,182	65,828	-2.02%
N ENTRANCE - VEHICLES	164,170	162,412	159,274	160,177	150,207	161,217	189,701	0	177,956	202,287	205,163	1.42%	444,294	460,506	453,458	437,606	433,599	326,153	580,965	331,306	177,956	202,297	205,163	1.42%
W ENTRANCE - VEHICLES	412,136	425,713	397,295	399,478	404,236	409,098	498,312	362,012	444,773	442,031	430,722	-2.56%	966,804	1,056,947	987,438	1,021,269	1,002,887	683,132	1,187,740	972,920	444,773	442,031	430,722	-2.56%
S ENTRANCE - VEHICLES	209,679	213,990	214,338	208,429	204,227	207,905	185,609	146,967	175,818	179,262	174,081	-2.89%	455,872	488,689	480,962	477,526	458,975	355,882	445,039	357,930	175,818	179,262	174,081	-2.89%
YRA ENPLACEMENTS	4,240	5,962	5,919	5,796	6,520	2,667	6,275	3,734	3,164	4,611	4,528	-1.80%	18,545	22,044	21,820	22,577	21,671	9,174	19,271	22,336	3,164	4,611	4,528	-1.80%
HEART MOUNTAIN INT CTR	2,991	3,599	3,354	3,589	4,175	1,970	3,222	2,677	2,140	2,451	2,092	-14.65%	7,924	9,331	9,104	9,668	9,957	3,819	7,893	8,117	2,140	2,451	2,092	-14.65%
HEART MOUNTAIN VISITOR CTR	815	390	118	538	526	298	453	375	381	978	751	-23.21%	3,895	3,311	656	1,160	2,404	1,688	2,289	1,911	381	978	751	-23.21%
MEETEETSE VISITOR CTR	575	908	692	682	281	237	285	497	564	1,109	720	-35.08%	2,087	2,522	2,223	1,885	1,413	801	1,391	2,807	564	1,109	720	-35.08%
BB DAM VISITOR CTR	21,862	22,567	28,102	21,486	20,750	11,756	20,254	18,198	21,786	21,533	19,069	-11.44%	47,681	49,447	59,511	50,343	44,774	22,180	46,848	43,670	21,786	21,533	19,069	-11.44%
CODY NITE RODEO/STAMPEDE	31,200	30,168	29,233	30,002	45,995	25,524	54,398	46,051	47,311	30,180	32,257	6.88%	61,027	60,718	55,037	56,219	71,655	31,195	93,185	92,751	47,311	30,180	32,257	6.88%

Change represents from FY2025 to FY2026

WYOMING OFFICE OF TOURISM UPDATE

Quintin Blair reminded the board that the Diane Shober, Executive Director of Wyoming Office of Tourism, is resigning December 31st. the board is conducting the hiring process now and the top eight applicants have been selected and will begin the interview process next week.

He also mentioned that the Wyoming Hospitality & Tourism Fall Summit will be held in Riverton October 22-23.

OLD BUSINESS

AMERICNA CUP GOLF INTERNATIONAL UPDATE

Katrina Southern stated that the planning for this meeting is on track and that the guests would arrive in Billings on August 24 and in Cody on August 26. She invited the board members to attend the Cody Nite Rodeo evening event on August 26.

FARM TO FORK EVENT UPDATE

Katrina Southern gave an update on the Farm to Fork event happening October 4-5. She stated that there are two partner hotels, advertising is happening now, and the website is up and running.

#WILDWATCH AMBASSADOR PROGRAM UPDATE

Katrina Southern asked the board if the ambassador program can be reconstructed or removed from the marketing plan altogether for FY2027. John agrees that it should be paused and reconstructed.

DESTINATION DEVELOPMENT FUNDS SIGNAGE PROJECT UPDATE

Katrina Southern stated that permitting has delayed the progress of the entrance signs in Powell (2) and Cody (4). Wyoming Signs is hoping to have the signs installed by the end of September.

NEW BUSINESS

INTERNATIONAL VACATION GUIDE & WEBSITE

Katrina Southern introduced the board to the idea of a six-to-eight-page vacation guide translated to different languages. She estimated it to cost \$10,000.00 for the vacation guides and a page on codyyellowstone.org. She was asked to bring the topic to the board retreat in November.

INTERNATIONAL INBOUND TRAVEL ASSOCIATION (IITA) MEMBERSHIP

Katrina Southern asked the board for permission to become a member of IITA for \$495.00.

Jill Hartman motioned, seconded by Emily Swett, to allow Katrina Southern to join the International Inbound Travel Association. Motion passed. Quintin Blair recused himself.

WYOMING OFFICE OF TOURISM'S EXECUTIVE DIRECTOR DIANE SHOBER RECOGNITION

Quintin Blair informed the board that Diane Shober was awarded State Tourism Director of the Year at the U.S. Travel Association's ESTO conference. He requested that PCTC honor Diane with a formal recognition. Quintin and Jill Hartmann will organize that gift.

EVENT SPONSORSHIP REQUESTS

Plaza Diane Community Center for the Arts requested \$1,8250.00 for Powell's Oktoberfest, October 11.

Jill Hartmann motioned, seconded by Mike Darby, to award Plaza Diane Community Center for the Arts \$1,825.00 for Powell's Oktoberfest, October 11. Motion passed. Toby Bonner recused himself.

Cody Country Chamber of Commerce requested \$500.00 for Cody Downtown Trick-or-Treating, October 31.

Quintin Blair motioned, seconded by Chris Guyer, to award Cody Country Chamber of Commerce \$500.00 for Cody Downtown Tick-or-Treating, October 31. Motion passed unanimously.

Plaza Diane Community Center for the Arts requested \$2,427.50 for Powell's Christmas Fest, November 21, December 5-6.

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EXECUTIVE SESSION

Emily Swett motioned, seconded by Chris Guyer, to move into Executive Session. Motion passed unanimously. Executive Session began at 10:58 a.m.

Quintin Blair motioned, seconded by Jill Hartmann, to exit Executive Session and move back into regular meeting. Motion passed unanimously. Executive Session ended at 11:10 a.m.

MOTIONS TO APPROVE PAYABLES

Quintin Blair motioned, seconded by Jill Hartman to approve the payables as presented. Motion passed unanimously.

ADJOURN

Quintin Blair motioned, seconded by Jill Hartmann, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 11:12 a.m.

IMPORTANT: Use of any information contained in these unapproved minutes is prohibited unless confirmed and authorized by the Park County Travel Council office, (307) 586-2669.

Approved



Date

10/18/2025