

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, SEPTEMBER 18, 2025
PARK COUNTY TRAVEL COUNCIL BOARD ROOM
CODY, WY
10:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

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

OTHER ATTENDEES: Amanda Keyes, Jay Moody, Dossie Overfield, Janet Jones (Cody Journal), Zac Taylor (Powell Tribune), George Gauvin (Best Western), Daniel Rasmussen (Cody Enterprise - zoom), Sawyer Sweckard (WOT – zoom), Olivia Weitz (Wyoming Public Media)

MOTIONS APPROVED

1. Emily Swett motioned, seconded by Quintin Blair, to accept the agenda. John Parsons amended the motion to revise the agenda to include an executive session. Motion passed unanimously.
2. Jill Hartmann motioned, seconded by Chris Guyer, to approve the August 21, 2025 meeting minutes. Motion passed unanimously.
3. Quintin Blair motioned, seconded by Mike Darby, to approve the payables as presented. Motion passed unanimously.
4. Quintin Blair motioned, seconded by Emily Swett, to award Cody Arts \$500.00 for The Haunt, October 25. Motion passed.
5. Emily Swett motioned, seconded by Jill Hartmann, to award Cody Medical Foundation \$750.00 for Frontier Festival, June 7-8, 2026. Motion passed unanimously.
6. Quintin Blair motioned, seconded by Jill Hartmann, to move into Executive Session to discuss personnel. Motion passed unanimously. Executive Session began at 10:38 a.m.
7. Emily Swett motioned, seconded by Jill Hartmann, to exit Executive Session and move back into regular meeting. Motion passed unanimously. Executive Session ended at 10:54 a.m.
8. Quintin Blair motioned, seconded by Emily Swett, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 10:54 a.m.

CALL TO ORDER

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

APPROVAL OF AGENDA

Emily Swett motioned, seconded by Quintin Blair, to accept the agenda. John Parsons amended the motion to revise the agenda to include an executive session. Motion passed unanimously.

APPROVAL OF AUGUST 21, 2025 MEETING MINUTES

Jill Hartmann motioned, seconded by Chris Guyer, to approve the August 21, 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 August were up \$8,245.10 (1.18%) and up \$32,984.06 (2.15%) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$166.25 for September Dental Insurance; Allied Benefit System in the amount of \$1,272.38 for September Health Insurance; Jay Moody in the amount of \$1,100.00 for September Bookkeeping and \$500.00 for Bookkeeping Bonus; Swelk LLC in the amount of \$2,250.00 for Rent, \$250.00 for July Rent and \$400.55 for Utilities; TCT in the amount of \$295.45 for Phone/Internet; Canon in the amount of \$159.30 and Office Shop, Inc in the amount of \$85.79 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$51.50 and Staples in the amount of \$17.24 for Water; Kristi Harder in the amount of \$480.00 for Cleaning; and Elan Credit Card in the amount of \$225.42 for Admin Needs. Administrative bills totaled \$7,253.88.

REQUEST FOR PAYMENT:

Cody Yellowstone in the amount of \$208,563.31 for August Expenses; Cody Yellowstone Destination Development Funds in the amount of \$2,266.86 for DDF; Cody Country Chamber of Commerce in the amount of \$16,371.51 for Visitor Center Staffing; East Yellowstone Valley Chamber of Commerce in the amount of \$12,092.00 for FY26 Marketing; and Powell Visitor Center in the amount of \$5,000.00 for Visitor Center Staffing. Requests for Payment totaled \$244,293.68.

MOTIONS TO APPROVE PAYABLES

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

REPORTS TO COUNCIL

EXECUTIVE DIRECTOR REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

ACGI was a massive success for our destination. It has not only created a strong relationship with Visit Billings that has already started conversations on how to work together in the future, but we have secured business as well. From the relationships formed, we have booked a group of over 40 incentive travelers from Spain, secured business from Utah Luxury Tours, which is looking to expand its summer season, and are in talks with a few other companies that will bring more business to Park County.

We have received our chatbot statistics for August. Conversations are up 12% PoP with top interests being activities, accommodations, and events. Top three referenced blogs were 6 Things to Do in Cody Yellowstone This Winter, Wild West Trail Pass, and All About the Rodeo: The Heartbeat of Cody Yellowstone. Conversation volume is consistent, however the use of AI in the conversations could be improved upon. To do this, we've removed the conversation trees in the Pathfinder AI and prompted users to ask AI questions directly first. Buttons may be a deterrent of usage of the chatbot so we will be testing this moving forward over September to see how conversations perform.

We are making final edits to the annual report. This will soon be sent to Vision West for formatting and then to the printer, to be distributed by the end of September.

A press release for the new signs is being written and finished this week. We will see that produced and sent out through the Cody Journal. Completion for these signs will be before the end of October. Some delays have occurred because of permitting and electrical requirements, but they are well on their way to being completed promptly.

We saw the first step completed in our airport "takeover," which will add some flair to our local airport. This sign takes you to our "Things to Do" page. There will also soon be wall graphics in the entry way as you enter the baggage claim from the airplane, as well as two information signs and a welcome graphic to take photos with. This unfortunately had to take a bit of a back burner, but it will hopefully be completed before April.

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We continue to make progress on our new overarching campaign, Untamed and True. Après Visuals, a Wyoming Company, has sent us the first version of the video and is already making edits. Verb is working on creating the new brand mark for the new campaign. This will be presented at the retreat as we get ready to produce our next vacation guide.

The Fall Community Workshop is in the works. We have reached out to partners to see what they would find most valuable. The topics being: photography for their business, how to align to our Untamed and True campaign, a walkthrough on social ads, and how to effectively use email blasts. This will take place in November around the fall retreat. The other spring workshop is going to take place in March. When asking our partners about a receptive training workshop, a lot of interest has been generated. I have reached out to the appropriate parties and have started setting a plan in motion to get that set up.

The Farm to Fork Event from Eat Wyoming is in progress. We have distributed posters throughout town and are working with the chamber to make sure flyers are being handed out with packets to high-end buyers for the Buffalo Bill Art Show. We have also boosted ads throughout socials and created a giveaway to entice people within the drive market to sign up. We currently have 12 out of 60 tickets sold.

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

Aug 16-19 – ESTO Conference
 Aug 24- 29 – ACGI Golf Tournament Event
 Sept 1 – Labor Day – office closed
 Sept 15-21 – Rendezvous Royale Week
 Sept 24-25 – WOT in town for a visit
 Oct 4-5 – Eat Wyoming's Chefs Table Farm to Fork Event

AUGUST STATS:

ATTRACTION/ENTITY	Aug-16	Aug-16	Aug-17	Aug-18	Aug-19	Aug-20	Aug-21	Aug-22	Aug-23	Aug-24	Aug-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	20,641	18,434	21,094	19,177	17,924	10,456	13,811	15,602	13,931	12,971	8,619	33.65%	83,258	#VALUE!	#VALUE!	#VALUE!	79,572	36,132	68,405	68,930	21,174	28,389	19,366	-31.71%
INQUIRIES / ADVERTISING	3,267	6,937	15,515	4,151	5,463	4,637	1,641	2,046	3,108	3,633	1,768	-51.33%	51,708	48,559	48,588	40,294	30,553	44,607	24,141	14,105	6,380	6,664	5,380	-19.13%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	511	615	571	228	219	1,754	719.18%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	3,944	4,455	4,395	504	158	2,939	760.04%
INQUIRIES AAAVC/MISC	20	830	925	690	0	845	4,480	0	0	0	0	#DIV/0!	29,272	29,087	31,516	32,827	27,503	28,215	31,695	30,975	0	0	490	#DIV/0!
PCTC WEBSITE VISITS	66,243	37,665	51,734	58,450	56,389	53,961	107,284	147,661	80,992	107,080	125,152	16.88%	241,597	185,489	309,134	443,188	335,582	241,542	523,173	558,524	193,750	191,313	258,380	34.70%
BB CENTER OF THE WEST	34,338	33,310	34,546	30,374	30,321	22,154	32,181	24,900	24,581	27,680	25,022	-6.71%	130,071	125,954	133,116	124,017	119,649	67,576	138,066	112,127	61,738	59,897	55,030	-8.13%
YELLOWSTONE PARK - VEHICLES	854,409	841,036	916,166	813,970	820,006	881,543	921,844	582,211	656,289	871,163	841,936	1.24%	3,131,618	3,269,211	3,232,205	3,113,909	3,114,700	2,482,052	3,590,304	2,446,982	1,939,384	1,863,515	1,057,045	-0.35%
EAST ENTRANCE - VEHICLES	120,047	113,094	121,025	100,901	98,124	108,545	113,993	90,467	92,920	86,216	88,987	3.21%	410,512	409,003	415,757	370,769	351,677	309,779	358,537	291,025	220,782	187,797	188,302	0.27%
NE ENTRANCE - VEHICLES	56,192	51,712	53,037	48,385	56,855	54,161	56,010	0	66,260	61,565	64,056	4.06%	178,314	177,838	174,777	184,386	184,199	149,371	195,643	40,277	121,510	125,747	129,394	0.89%
N ENTRANCE - VEHICLES	132,824	142,676	153,856	145,050	140,144	150,966	161,286	0	168,709	186,754	191,096	2.32%	577,118	603,182	607,314	582,656	573,743	477,119	742,253	331,306	355,912	389,051	396,259	1.85%
W ENTRANCE - VEHICLES	360,800	382,741	377,854	338,791	346,243	392,107	414,212	354,732	373,005	377,287	380,656	0.89%	1,327,604	1,439,588	1,365,292	1,360,060	1,349,150	1,075,239	1,601,952	1,327,652	889,546	819,318	811,378	-0.97%
S ENTRANCE - VEHICLES	184,545	150,813	210,395	180,543	178,119	176,119	176,341	137,012	155,396	159,341	157,132	-1.39%	640,417	639,502	691,358	658,369	637,094	531,801	621,780	454,942	351,636	338,603	331,213	-2.18%
YRA ENPLACEMENTS	4,203	5,731	5,509	5,336	5,532	3,289	5,517	3,730	3,833	4,515	4,504	-0.24%	22,748	27,775	27,329	27,913	27,603	12,463	24,788	26,065	5,328	9,126	9,032	-1.03%
HEART MOUNTAIN INT CTR	2,876	2,293	2,933	2,418	2,357	1,724	2,507	1,950	2,130	1,959	2,280	16.39%	10,800	11,624	12,037	12,076	12,314	5,543	10,400	10,067	4,280	4,410	4,372	-0.86%
POWELL VISITOR CTR	460	472	137	417	461	225	377	201	361	865	303	-64.97%	4,355	3,783	793	1,577	2,865	1,913	2,666	2,112	762	1,343	1,054	-42.81%
MEETEETSE VISITOR CTR	562	879	860	485	227	203	228	429	702	1,223	843	-31.07%	2,649	3,401	3,083	2,370	1,640	1,004	1,619	3,236	1,128	2,332	1,563	32.96%
BB DAM VISITOR CTR	18,428	19,835	19,224	16,890	15,815	11,510	19,153	17,083	17,329	17,770	17,643	-0.71%	66,109	69,282	78,735	67,233	60,539	33,690	66,001	60,753	43,572	39,303	35,712	-6.53%
CODY NITE RODEO	32,433	30,173	32,088	28,245	28,535	19,383	28,354	28,355	25,315	29,848	35,015	17.31%	93,460	90,891	87,125	84,464	100,290	50,578	121,539	121,106	94,622	60,028	67,272	12.07%

Change represents from FY2025 to FY2026

WYOMING OFFICE OF TOURISM UPDATE

Quintin Blair reported that the WOT hiring committee will be meeting in Cheyenne October 8-10 to conduct interviews for the Executive Director position. The applicants will then move forward for the Governor to interview.

He also reminded the board that the Wyoming Hospitality & Travel Coalition Fall Summit will be held in Riverton on October 22 and 23.

YELLOWSTONE REGIONAL AIRPORT UPDATE

Aaron Buck was not present to give an update.

OLD BUSINESS

EXECUTIVE DIRECTOR SEARCH UPDATE

Quintin Blair gave a brief update on the Executive Director search. John Parsons shared that the search committee has spent a lot of time with SearchWide Global and their most recent meeting was Monday. The committee asked them to look for more candidates for them to review. Their next meeting is on the morning of October 10.

NEW BUSINESS

EVENT SPONSORSHIP REQUESTS

Cody Arts requested \$1,000.00 for The Haunt, October 25.

Quintin Blair motioned, seconded by Emily Swett, to award Cody Arts \$500.00 for The Haunt, October 25. Motion passed.

Cody Medical Foundation requested \$5,000.00 for the Frontier Festival, June 7-8, 2026.

Emily Swett motioned, seconded by Jill Hartmann, to award Cody Medical Foundation \$750.00 for Frontier Festival, June 7-8, 2026. Motion passed unanimously.

GOOD OF THE ORDER

No Good of the Order.

EXECUTIVE SESSION

Quintin Blair motioned, seconded by Jill Hartmann, to move into Executive Session to discuss personnel. Motion passed unanimously. Executive Session began at 10:38 a.m.

Emily Swett motioned, seconded by Jill Hartmann, to exit Executive Session and move back into regular meeting. Motion passed unanimously. Executive Session ended at 10:54 a.m.

ADJOURN

Quintin Blair motioned, seconded by Emily Swett, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 10:54 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) 587-8589.

Approved 

Date 6/7/16, 2025