

**PARK COUNTY TRAVEL COUNCIL
MONTHLY BOARD MEETING
THURSDAY, APRIL 16, 2026
CODY HOLIDAY INN
11:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

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

OTHER ATTENDEES: Michael Wambolt, Amanda Keyes, Katrina Southern, Jay Moody, Aaron Buck (Yellowstone Regional Airport), Janet Jones (Cody Journal), Zac Taylor (Powell Tribune) and Commissioner Dossie Overfield

MOTIONS APPROVED

1. Jill Hartmann motioned, seconded by Quintin Blair, to accept the amended agenda adding the authorization of signees for the bank accounts and give authority to transfer funds between accounts. Motion passed unanimously.
2. Toby Bonner motioned, seconded by Chris Guyer, to approve the March 19 meeting minutes. Motion passed unanimously.
3. Quintin Blair motioned, seconded by Toby Bonner, to approve the payables as presented. Motion passed unanimously.
4. Chris Guyer motioned, seconded by Toby Bonner, to approve the breakdown of Destination Development Funds as presented. Motion passed unanimously.
5. Quintin Blair motioned, seconded by Jill Hartmann, to table the Cody Journal Proposal for further discussion. Motion passed unanimously.
6. Bruce Sauers motioned, seconded by Mike Darby, to award Yellowstone Fire Soccer \$2,500.00 for the 2026 Cody Shootout, May 1-3. Motion passed unanimously. Quintin Blair abstained.
7. Jill Hartmann motioned, seconded by Quintin Blair, to award Cody Stampede Parade Committee \$3,000.00 for the parades, July 2-4. Motion passed unanimously.
8. Jake Ivanoff motioned, seconded by Bruce Sauers, to award Wyoming Wool Growers Association \$3,000.00 for the 2026 Wyoming Sheep & Wool Festival, July 26 – August 2. Motion passed unanimously. Quintin Blair abstained.
9. Jill Hartmann motioned, seconded by Mike Keller, to award Cody Romance Roundup \$300.00 for their event, August 8. Motion passed unanimously.
10. Toby Bonner motioned, seconded by Bruce Sauers, to award Wyoming Wool Growers Association \$1,500.00 for the West Central States Wool Growers Convention, November 5-7. Motion passed unanimously. Quintin Blair abstained.
11. Quintin Blair motioned, seconded by Bruce Sauers, to table the Cody Stampede Board Partnership request. The board is in support of the partnership but would like to invite Ed Bednarz to the May board meeting for discussion. Motion passed unanimously.
12. Mike Darby motioned, seconded by Jake Ivanoff, to elect the slate of PCTC Executive Officers; Quintin Blair, Chairperson; Emily Swett, Vice Chairperson; Jill Hartmann, Treasurer; Mike Keller, Secretary. Motion passed unanimously.
13. Toby Bonner motioned, seconded by Bruce Sauers, to authorize the signers for the bank accounts and to give Michael Wambolt and Jay Moody the authority to transfer funds between accounts. Motion passed unanimously.
14. Quintin Blair motioned, seconded by Jill Hartmann, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 12:23 p.m.

CALL TO ORDER

Treasurer, Emily Swett called the meeting to order at 11:16 a.m.

APPROVAL OF AGENDA

Jill Hartmann motioned, seconded by Quintin Blair, to accept the amended agenda adding the authorization of signees for the bank accounts and give authority to transfer funds between accounts. Motion passed unanimously.

APPROVAL OF MARCH 19, 2026 MEETING MINUTES

Toby Bonner motioned, seconded by Chris Guyer, to approve the March 19 meeting minutes. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Emily Swett reported that the total lodging tax collections for the month of March were up \$472.91 (0.60%) and up \$145,477.39 (4.06%) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$151.45 for April Dental Insurance; Allied Benefit System in the amount of \$1,272.38 for May Health Insurance; Jay Moody in the amount of \$1,100.00 for April Bookkeeping; Claudia Wade in the amount of \$450.00 for Contract Work; Swelk LLC in the amount of \$2,250.00 for Rent and \$325.62 for Utilities; TCT in the amount of \$295.45 for Phone/Internet; Canon in the amount of \$159.30 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$22.00 for Water; Kristi Harder in the amount of \$270.00 and Freedom Exterior Services in the amount of \$50.00 for Cleaning; FP Mailing Solutions in the amount of \$111.04 for Postage Machine; Powell Lock in the amount of \$106.76 and Elan Credit Card in the amount of \$347.03 for Admin Needs; Cody Enterprise in the amount of \$102.00 for Grant Application Ads; and Elan Credit Card in the amount of \$374.39 for New Office Furniture. Administrative bills totaled \$7,387.42.

REQUEST FOR PAYMENT:

Cody Yellowstone in the amount of \$231,117.47 for March Expenses and \$82,302.08 for Destination Development Funds; Cody Country Chamber of Commerce in the amount of \$17,551.19 for Visitor Center Staffing and Operations; Powell Economic Foundation in the amount of \$3,467.93 for Visitor Center Staffing; and Yellowstone Regional Airport in the amount of \$10,000.00 for Air Service Development. Requests for Payment totaled \$344,438.67.

MOTIONS TO APPROVE PAYABLES

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

REPORTS TO COUNCIL

MARKETING REPORT – KATRINA SOUTHERN

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

The biggest news this month is that Michael, the new Executive Director, started, and we have been working hard to get the budget finalized as well as teach Michael everything to know about the destination.

USA Today Nominations - Cody was nominated for USA Today Readers' Choice for "Best Small Town in the West" – We ranked #4 overall

For PR, we interviewed on the Sharael Travels Podcast, the RV Destinations Podcast, and the Big Blend Radio Podcast. These will all air within the next few months. We are organizing two separate press trips this summer due to the Mesereau's departure. One in June, and one in August.

We are starting the discussion for the next PR agency. We already have a few interested parties, and Michael and the Mesereaus will also reach out to look for other PR agencies. We hope to start the process as soon as possible, with the hope of the new firm starting on August 1.

We held the receptive workshop this past month, where a total of 32 partners attended. We received great feedback and engagement. Multiple partners expressed interest in signing contracts with receptives. The state has put on a few of these workshops the past year, and we had the best turnout.

Powell's signs were removed and are being fixed. The preexisting monument backings were also fixed and painted. As for the new gateway signs, that process is on hold until a price is agreed upon.

The new international pamphlets and guides are complete – we are in the process of trademarking “The International Gateway to Yellowstone.” This will be what we use in our future international marketing efforts to hopefully monopolize the international tourism markets.

Destination Development funds are currently being sorted through and paid. Final bills are to be paid by next month, and projects are to be completed by June 30th.

For our new campaign, Untamed and True, we have soft-launched throughout the website and socials. We decided to move in a different direction with the new video and are waiting for that to be complete before we officially announce the launch. Verb has already shown a new proof-of-concept video, and we will make a few changes before the launch.

We would like to bring on Cody Journal for a local PR effort. Making sure we are reaching out to the community and informing them on projects, trend forecasting, and telling a truthful story in the community instead of relying on gossip.

LATE MARCH – MAY TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:

March 26th – Receptive Training at the Holiday Inn with WOT

April 1st – Michael's First Day

April 28th – May 1st – International Round Up

May 1st – Yellowstone Opens

May 3rd- 4th- Parks Day

May 18-21st – IPW

May 25 – Memorial Day – Office Closed

APRIL STATS:

ATTRACTION/ENTITY	Mar-16	Mar-17	Mar-18	Mar-19	Mar-20	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Mar-26	Change	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	Ytd 23	FY24	FY25	FY26	Change
CODY VISITOR CTR WALK INS	NA	1,558	2,296	2,199	1,252	1,824	2,444	2,557	2,501	1,543	1,916	24.17%	#VALUE!	5,125	5,864	5,268	4,861	5,154	5,595	7,113	62,413	54,800	37,088	32.07%
MOJIBRE S / ADVERTISING	4,095	2,520	2,496	1,357	2,717	2,716	1,451	5,127	2,939	7,799	2,676	45.69%	9,122	6,860	6,054	3,596	8,364	6,247	6,035	14,501	23,443	26,581	21,430	-19.38%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	411	478	500	257	1,070	2,279	2,580	13.21%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	1,677	1,488	1,667	1,185	2,540	4,917	21,625	339.50%
MOJIBRE AAA/C/MISC	6,637	11,192	23,890	17,815	5,275	22,790	11,970	1,080	180	0	0	#DIV/0!	6,637	11,192	26,240	17,785	22,960	22,790	28,350	38,520	55,900	69,129	65,920	-4.63%
PCTC WEBSITE VISITS	11,252	22,065	42,937	31,644	18,817	39,396	36,212	55,678	55,422	81,703	110,636	35.41%	31,073	61,025	80,107	79,716	71,816	94,995	128,360	145,234	623,066	770,211	940,943	22.05%
HB CENTER OF THE WEST	1,895	1,724	2,532	1,786	786	3,105	3,961	2,253	3,237	2,476	2,245	9.33%	3,640	4,065	5,412	4,154	3,150	5,551	6,915	4,634	110,878	105,482	96,411	-8.34%
YELLOWSTONE PARK VEHICLES	22,824	23,897	22,741	28,598	0	35,611	95,616	30,044	32,862	33,284		100.00%	89,872	85,690	86,183	94,244	66,943	107,846	129,444	121,470	3,256,735	3,231,298	3,168,802	-1.93%
EAST ENTRANCE VEHICLES	0	6	95	0	0	226	159	240	115	122		100.00%	498	485	535	584	675	1,222	975	978	140,326	304,172	298,319	-1.92%
NE ENTRANCE VEHICLES	0	0	0	0	0	0	0	0	0	0		#DIV/0!	0	0	0	0	0	0	0	0	154,471	212,771	210,413	-1.67%
N ENTRANCE VEHICLES	16,598	23,897	14,703	20,694	25,464	29,148	29,712	24,340	26,302	26,554		100.00%	53,399	54,449	43,790	47,339	68,726	72,750	86,223	81,990	736,198	793,285	778,040	-1.92%
W ENTRANCE VEHICLES	4,512	15,243	5,891	5,101	4,826	5,062	4,399	4,012	5,206	5,263		100.00%	26,364	39,737	31,006	21,811	21,005	29,032	32,785	31,028	1,421,704	1,365,056	1,337,756	-2.00%
S ENTRANCE VEHICLES	1,814	5,563	2,052	1,900	2,213	1,175	1,345	1,443	1,239	1,345		100.00%	9,611	12,861	10,853	6,174	7,817	4,842	6,461	7,532	565,037	555,015	544,276	-1.93%
YRA ENPLANEMENTS	2,441	2,038	2,383	1,854	1,189	1,186	2,423	2,359	2,421	2,391	2,354	1.55%	6,173	5,433	5,832	5,500	5,175	3,166	6,722	6,569	25,368	27,253	26,381	-1.00%
HEART MOUNTAIN INT CTR	426	361	530	462	119	336	412	249	358	262	285	8.70%	1,092	940	894	988	562	548	788	635	8,125	8,103	8,364	3.22%
POWELL VISITOR CTR	352	76	86	293	225	268	248	130	627	444	273	38.51%	842	212	198	743	769	701	707	416	4,242	4,592	2,942	-35.93%
MEETEETSE VISITOR CTR	168	175	145	75	30	0	218	10	0	306	379	23.86%	510	469	511	409	488	544	1,013	855	2,822	5,777	4,091	-29.19%
HB DAM VISITOR CTR	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	77,547	84,356	88,036	77,231	72,578	41,416	75,133	73,167	56,394	62,559	49,000	-4.77%
CODY MTE RODEO	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	93,460	90,891	87,125	84,464	100,290	50,578	121,539	121,106	64,622	60,028	67,272	12.07%

Change represents from FY2025 to FY2026

WYOMING OFFICE OF TOURISM UPDATE

Bruce Sauers gave an update of the Wyoming Office of Tourism statistics and highlights. He stated that the summer has seasonal predictability and is looking up.

YELLOWSTONE REGIONAL AIRPORT UPDATE

Aaron Buck reported first Chicago flight from YRA is scheduled for May 22. The airport is planning a big celebration for that day.

OLD BUSINESS

DESTINATION DEVELOPMENT FUNDS

Chris Guyer motioned, seconded by Toby Bonner, to approve the breakdown of Destination Development Funds as presented. Motion passed unanimously.

NEW BUSINESS

CODY JOURNAL PROPOSAL

Quintin Blair motioned, seconded by Jill Hartmann, to table the Cody Journal Proposal for further discussion. Motion passed unanimously.

EVENT SPONSORSHIP REQUESTS

Yellowstone Fire Soccer requested \$2,500.00 for the 2026 Cody Shootout, May 1-3.

Bruce Sauers motioned, seconded by Mike Darby, to award Yellowstone Fire Soccer \$2,500.00 for the 2026 Cody Shootout, May 1-3. Motion passed unanimously. Quintin Blair abstained.

Cody Stampede Parade Committee requested \$3,000.00 for the 2026 Parades, July 2-4.

Jill Hartmann motioned, seconded by Quintin Blair, to award Cody Stampede Parade Committee \$3,000.00 for the parades, July 2-4. Motion passed unanimously.

Wyoming Wool Growers Association requested \$3,000.00 for the 2026 Wyoming Sheep & Wool Festival, July 26 – August 2.

Jake Ivanoff motioned, seconded by Bruce Sauers, to award Wyoming Wool Growers Association \$3,000.00 for the 2026 Wyoming Sheep & Wool Festival, July 26 – August 2. Motion passed unanimously. Quintin Blair abstained.

Cody Romance Roundup requested \$300.00 for their event, August 8.

Jill Hartmann motioned, seconded by Mike Keller, to award Cody Romance Roundup \$300.00 for their event, August 8. Motion passed unanimously.

Wyoming Wool Growers Association requested \$1,500.00 for the West Central States Wool Growers Convention, November 5-7.

Toby Bonner motioned, seconded by Bruce Sauers, to award Wyoming Wool Growers Association \$1,500.00 for the West Central States Wool Growers Convention, November 5-7. Motion passed unanimously. Quintin Blair abstained.

CODY STAMPEDE BOARD PARTNERSHIP REQUEST

Quintin Blair motioned, seconded by Bruce Sauers, to table the Cody Stampede Board Partnership request. The board is in support of the partnership but would like to invite Ed Bednarz to the May board meeting for discussion. Motion passed unanimously.

ADMINISTRATION

ELECTION OF EXECUTIVE OFFICERS

Mike Darby motioned, seconded by Jake Ivanoff, to elect the slate of PCTC Executive Officers; Quintin Blair, Chairperson; Emily Swett, Vice Chairperson; Jill Hartmann, Treasurer; Mike Keller, Secretary; Mike Darby, Past Chairperson. Motion passed unanimously.

Toby Bonner motioned, seconded by Bruce Sauers, to authorize the Executive Officers; Quintin Blair, Chairperson; Emily Swett, Vice Chairperson; Jill Hartmann, Treasurer; Mike Keller, Secretary; Mike Darby, Past Chairperson as signers for the bank accounts and to give Michael Wambolt and Jay Moody the authority to transfer funds between accounts. Motion passed unanimously.

ADJOURN

Quintin Blair motioned, seconded by Jill Hartmann, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 12:23 p.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

5/24/26