

**PARK COUNTY TRAVEL COUNCIL
MONTHLY BOARD MEETING
THURSDAY, DECEMBER 18, 2025
PARK COUNTY TRAVEL COUNCIL
BOARD ROOM
10:00 AM**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

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

ABSENT: Mike Darby

OTHER ATTENDEES: Amanda Keyes, Katrina Southern (zoom), Jay Moody, Jennifer Thoma (zoom), Janet Jones (Cody Journal), Dossie Overfield, George Gauvin (Best Western) and Sawyer Sweckard (WOT)

MOTIONS APPROVED

1. Toby Bonner motioned, seconded by Emily Swett, to accept the agenda adding that the Executive Session is to discuss personnel. Motion passed unanimously.
2. Chris Guyer motioned, seconded by Toby Bonner, to approve the November 20, 2025 meeting minutes. Motion passed unanimously.
3. Emily Swett motioned, seconded by Quintin Blair, to approve the depositories as Pinnacle Bank and Big Horn Federal. Motion passed unanimously.
4. Quintin Blair motioned, seconded by Christine Gleason, to approve the payables as presented. Motion passed unanimously.
5. Toby Bonner motioned, seconded by Emily Swett, to approve the purchase of a gift for Diane Shober's retirement up to \$250.00. Motion passed.
6. Toby Bonner motioned, seconded by Quintin Blair, to approve the participation in the Wyoming Office of Tourism's co-op for the Cowboy Channel's Gold Package. Motion passed unanimously.
7. Quintin Blair motioned, seconded by Emily Swett, to approve the participation in the Wyoming Office of Tourism's co-op for the Smithsonian's Bronze Package. Motion passed unanimously.
8. Quintin Blair motioned, seconded by Toby Bonner, to approve the participation in the Wyoming Office of Tourism's co-op for the TripAdvisor's Gold Package. Motion passed unanimously.
9. Toby Bonner motioned, seconded by Chris Guyer, to award the Wyoming Music Educators Association \$1,000.00 for the Wyoming Music Educators Conference, January 18-20, 2026. Motion passed unanimously. Quintin Blair recused himself.
10. Quintin Blair motioned, seconded by Jake Ivanoff, to award Cold Fear LLC \$5,000.00 for the Wyoming Ice Festival Influencer Campaign, January 1-4, 2026. Motion passed.
11. Jill Hartmann motioned, seconded by Quintin Blair, to move into Executive Session to discuss personnel. Motion passed unanimously. Executive Session began at 11:09 a.m.
12. Quintin Blair motioned, seconded by Toby Bonner, to exit Executive Session Motion passed unanimously. Executive Session ended at 11:35 a.m.
13. Quintin Blair motioned to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 11:36 a.m.

CALL TO ORDER

Chairman, John Parsons called the meeting to order at 10:02 a.m.

APPROVAL OF AGENDA

Toby Bonner motioned, seconded by Emily Swett, to accept the agenda adding that the Executive Session is to discuss personnel. Motion passed unanimously.

APPROVAL OF NOVEMBER 20, 2025 MEETING MINUTES

Chris Guyer motioned, seconded by Toby Bonner, to approve the November 20, 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 November were up \$25,833.88 (9.58%) and up \$86,437.11 (2.35%) for the year.

ADMINISTRATIVE BILLS:

Allied Benefit System in the amount of \$1,272.38 for December Health Insurance; Beam Insurance Admin in the amount of \$19.30 for December Vision Insurance; Claudia Wade in the amount of \$1,162.50 for Contract Work; Holiday Inn in the amount of \$124.00 for Board Expenses; James Reilly, CPA, P.C. in the amount of \$7,250.00 for FY2025 Audit; Jay Moody in the amount of \$1,100.00 for December Bookkeeping and \$1,000 for bonus; Swelk LLC in the amount of \$2,250.00 for Rent and \$328.99 for Utilities; TCT in the amount of \$295.45 for Pone/Internet; Canon in the amount of \$159.30, Office Shop, Inc in the amount of \$66.09 and 360 Office Solutions in the amount of \$74.86 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$2130.50 and 360 Office Solutions in the amount of \$35.00 for Water; Kristi Harder in the amount of \$300.00 for Cleaning; and Elan Credit Card in the amount of \$223.01 for Admin Needs. Administrative bills totaled \$15,691.38.

REQUEST FOR PAYMENT:

Cody Yellowstone in the amount of \$168,448.50 for November Expenses; Cody Yellowstone Destination Development Funds in the amount of \$34,280.00 for DDF; Cody Yellowstone Events Account in the amount of \$11,693.40 for Events Account; and Powell Visitor Center in the amount of \$5,000.00 for Visitor Center Staffing. Requests for Payment totaled \$219,421.90.

DEPOSITORIES ARE PINNACLE BANK AND BIG HORN FEDERAL

Emily Swett motioned, seconded by Quintin Blair, to approve the depositories as Pinnacle Bank and Big Horn Federal. Motion passed unanimously.

MOTIONS TO APPROVE PAYABLES

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

REPORTS TO COUNCIL

MARKETING REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

This month, we have seen great articles being featured in Cowboys and Indians Magazine, Conde Nast Traveler, and Chic Compass. The articles featured Heart Mountain Interpretive Center, Rendezvous Royale week, and the Irma Hotel and Chamberlin Inn. These are the results of two different 2025 September media visits and the summer 2024 media visit.

The Adventure Cities watch party at Pat's on December 6th was a success. We had multiple partners attend, with approximately 25-30 people in attendance. This was a great opportunity for our partners to connect and foster great conversation.

2026 Vacation guide is underway with updates being made and adjusted to the new Untamed and True branding. The guide should be finalized at the end of this week. It will be printed and sent out by the end of January.

The international inspiration guide has been sent off to RMI for processing. Claudia and I are working through this together. Due to additional research on the Asian language and to align with what Yellowstone is doing, we have decided to switch from Mandarin to Chinese (Simplified).

Our gateway sign correction is, again, slowly making progress. John, Amanda, and I met with Wyoming Signs, and we have come to a deeper understanding of the other's viewpoint and are working through it together. We are waiting for pictures and additional information from the manufacturer, and once we do, we will make decisions on how to proceed. We also received quotes on finishing the back of the preexisting signs for Cody. I have attached those quotes. Our options are to redo the metal backing with an additional access panel or to paint the back.

We have four influencers coming this month, with Alec Sills-Trausch and Tim Banfield coming for the Ice Festival, and Cameron Evans and Nicole Stone attending the Meeteetse Ice Fishing Derby. Alec is focusing on New Year's coverage and showcasing the festival across his general outdoor enthusiast followers. Tim is targeting a higher-level ice-climbing audience by featuring only the Ice Festival. Nicole and Cameron are covering all aspects of fishing in the area by attending the Ice Fishing Derby together as well as trying out fly-fishing. Nicole is an ice fisher, and Cameron is a fly fisher. Neither influencer has ventured into trying the other spot, so this will be a fun opportunity and challenge for both of them.

The receptive workshop is scheduled and has been announced to our partners. We plan to send additional reminder emails at the start of the new year and as we approach the March date.

LATE NOV – DECEMBER TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:

Nov 19th – Fall Community Workshop

Nov 20th – Fall Board Retreat

Nov 27-28th – Thanksgiving Break (office closed)

Dec 6 – Adventure Cities Watch Party

Dec 14-29 – Katrina OOO

Dec 25 – Christmas Day (office closed)

Dec 29-30 – Amanda PTO

Dec 31-Jan 6 – Amanda OOO, Remote

Jan 1 – New Year's Day (office closed)

Jan 9-14th – ABA Marketplace Trade Show

Jan 18-24 – Shot Show

NOVEMBER STATS:

ATTRACTION/ENTITY	Nov-16	Nov-16	Nov-17	Nov-18	Nov-18	Nov-20	Nov-21	Nov-22	Nov-23	Nov-24	Nov-25	Change	Ytd 16	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	FY24	FY25	FY26	Change
CODY VISITOR CTR WALK INS	837	2,201	2,048	1,997	1,941	1,458	2,073	2,398	2,315	1,852	890	-51.94%	105,511	#VALUE!	#VALUE!	#VALUE!	106,744	53,474	30,584	92,257	54,409	47,729	31,620	-33.75%
INQUIRIES / ADVERTISING	1,129	1,765	963	1,550	1,535	488	1,617	2,748	819	2,071	1,553	-25.01%	56,096	54,809	53,853	60,053	50,970	47,504	29,241	22,053	11,035	13,154	10,704	-18.63%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	80	722	363	158	293	1,899	548.12%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	4,317	6,957	5,366	978	1,051	9,495	803.43%
INQUIRIES AAAVC/MISC	0	0	0	0	0	5,120	0	0	0	0	0	#DIV/0!	31,452	30,094	32,316	32,842	28,163	28,408	36,815	30,975	0	0	940	#DIV/0!
PCTC WEBSITE VISITS	7,770	18,292	15,891	29,847	25,678	31,489	122,376	43,899	35,894	73,387	79,394	8.19%	267,033	248,248	385,669	548,966	465,325	319,879	1,028,579	776,005	362,067	462,919	537,010	16.01%
BB CENTER OF THE WEST	1,839	2,271	1,849	1,990	1,937	1,774	2,637	2,891	2,567	2,906	2,053	-29.35%	168,971	167,583	173,339	163,030	160,032	97,419	178,888	146,487	101,092	97,476	88,057	-9.66%
YELLOWSTONE PARK - VEHICLES	11,049	24,710	10,468	13,849	15,628	24,132	33,144	17,687	20,109	21,133	26,961	27.58%	4,074,893	4,237,679	4,094,728	4,070,288	3,994,785	3,703,717	4,822,788	3,264,373	3,097,078	3,383,108	2,723,760	-11.66%
EAST ENTRANCE - VEHICLES	391	2,220	69	44	380	596	2,583	0	0	0	0	#DIV/0!	526,859	529,848	508,849	477,767	448,241	426,025	497,307	408,122	339,332	303,322	271,491	-10.49%
NE ENTRANCE - VEHICLES	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	230,963	228,042	222,439	223,760	239,832	215,350	269,621	40,974	194,471	213,771	194,197	-9.16%
N ENTRANCE - VEHICLES	8,915	12,931	9,139	10,901	11,346	19,966	17,438	17,687	20,109	21,133	26,961	27.58%	749,848	775,860	1,065,013	771,150	751,233	731,213	978,896	351,636	622,283	691,728	608,333	-12.05%
W ENTRANCE - VEHICLES	1,338	6,384	939	2,539	2,618	2,640	9,537	0	0	0	0	#DIV/0!	1,736,732	1,882,119	1,746,028	1,761,375	1,711,991	1,622,025	2,130,823	1,825,829	1,386,072	1,329,131	1,170,998	-11.90%
S ENTRANCE - VEHICLES	406	3,175	322	466	1,284	922	3,586	0	0	0	0	#DIV/0!	833,740	821,814	874,692	858,567	824,632	769,866	875,095	676,032	554,921	545,157	478,742	-12.18%
YRA ENPLANEMENTS	2,307	2,375	2,108	2,297	2,294	1,477	2,583	2,589	2,658	2,358	2,325	-1.40%	30,752	38,188	37,351	37,217	38,666	17,674	34,880	35,235	15,373	17,821	17,456	-2.05%
HEART MOUNTAIN INT CTR	344	285	339	367	354	153	442	198	309	212	190	-10.38%	13,923	14,612	15,487	15,462	15,784	7,555	13,919	13,081	7,238	7,202	7,618	5.79%
POWELL VISITOR CTR	390	302	75	412	267	238	230	189	315	269	283	5.20%	5,497	4,860	1,103	2,668	3,758	2,839	3,429	2,710	1,778	3,327	1,941	-41.68%
MEETEETSE VISITOR CTR	112	145	176	147	18	17	252	263	120	258	249	-3.49%	3,684	4,339	4,131	3,262	1,710	1,337	2,323	4,912	2,378	3,657	2,511	-31.34%
BB DAM VISITOR CTR	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	77,547	84,356	88,096	77,231	72,578	41,416	75,133	73,367	56,894	52,559	49,000	-6.77%
CODY NITE RODEO	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	30,488	30,881	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 had no updates because WOT did not have a board meeting in December, but said that they did attend the NFR in Las Vegas.

Toby Bonner motioned, seconded by Emily Swett, to approve the purchase of a gift for Diane Shober's retirement up to \$250.00. Motion passed.

NEW BUSINESS

WYOMING OFFICE OF TOURISM ADVERTISING CO-OPS

Toby Bonner motioned, seconded by Quintin Blair, to approve the participation in the Wyoming Office of Tourism's co-op for the Cowboy Channel's Gold Package. Motion passed unanimously.

Quintin Blair motioned, seconded by Emily Swett, to approve the participation in the Wyoming Office of Tourism's co-op for the Smithsonian's Bronze Package. Motion passed unanimously.

Quintin Blair motioned, seconded by Toby Bonner, to approve the participation in the Wyoming Office of Tourism's co-op for the TripAdvisor's Gold Package. Motion passed unanimously.

EVENT SPONSORSHIP REQUESTS

The Wyoming Music Educators Association requested \$1,000.00 for the Wyoming Music Educators Conference, January 18-20, 2026.

Toby Bonner motioned, seconded by Chris Guyer, to award the Wyoming Music Educators Association \$1,000.00 for the Wyoming Music Educators Conference, January 18-20, 2026. Motion passed unanimously. Quintin Blair recused himself.

Cold Fear LLC requested \$5,000.00 for the Wyoming Ice Festival Influencer Campaign, January 1-4, 2026.

Quintin Blair motioned, seconded by Jake Ivanoff, to award Cold Fear LLC \$5,000.00 for the Wyoming Ice Festival Influencer Campaign, January 1-4, 2026. Motion passed.

EXECUTIVE SESSION

Jill Hartmann motioned, seconded by Quintin Blair, to move into Executive Session to discuss personnel. Motion passed unanimously. Executive Session began at 11:09 a.m.

Quintin Blair motioned, seconded by Toby Bonner, to exit Executive Session. Motion passed unanimously. Executive Session ended at 11:35 a.m.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Quintin Blair motioned to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 11:36 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

