

**PARK COUNTY TRAVEL COUNCIL
MONTHLY BOARD MEETING
THURSDAY, FEBRUARY 19, 2026
PARK COUNTY TRAVEL COUNCIL
BOARD ROOM
10:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

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

ABSENT: Toby Bonner

OTHER ATTENDEES: Amanda Keyes, Katrina Southern, Jay Moody, Aaron Buck (Yellowstone Regional Airport), Janet Jones (Cody Journal) and Jake Hogan (Forward Cody)

MOTIONS APPROVED

1. Jill Hartmann motioned, seconded by Quintin Blair, to accept the amended agenda adding the Yellowstone Regional Airport Report. Motion passed unanimously.
 2. Emily Swett motioned, seconded by Jill Hartmann, to approve the January 15 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 Jill Hartmann, to award \$50,000 to Cody Yellowstone Air Improvement Resources (CYAIR) to help fund the MRG using Destination Development Funds. Motion passed unanimously.
 5. Mike Darby motioned, seconded by Emily Swett, to approve Wyoming Signs' quote #7861. Motion passed unanimously.
 6. Quintin Blair motioned, seconded by Jill Hartmann, to pay Wyoming Signs' invoices, 17872 and 17993, as soon as the project is complete and efforts are made to split cost of the Cody monument. Motion passed unanimously.
 7. Jill Hartmann motioned, seconded by Chris Guyer, to award The Devilstone Run \$500.00, September 4-6. Motion passed unanimously.
 8. Chris Guyer motioned, seconded by Quintin Blair, to award Park County Wings-n-Wheels \$1,500.00 for their show, August 14-15. Motion passed unanimously.
 9. Quintin Blair motioned, seconded by Mike Darby, to adjourn to meeting. Motion passed unanimously.
- The meeting adjourned at 11:30 a.m.

CALL TO ORDER

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

APPROVAL OF AGENDA

Jill Hartmann motioned, seconded by Quintin Blair, to accept the amended agenda adding the Yellowstone Regional Airport Report. Motion passed unanimously.

APPROVAL OF JANUARY 15, 2026 MEETING MINUTES

Emily Swett motioned, seconded by Jill Hartmann, to approve the January 15 meeting minutes. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Emily Swett reported that the total lodging tax collections for the month of January were up \$19,659.00 (28.12%) and up \$128,647.14 (3.76%) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$99.75 for February Dental Insurance; Allied Benefit System in the amount of \$1,272.38 for March Health Insurance; Beam Insurance Admin in the amount of \$19.30 for February Vision Insurance; Jay Moody in the amount of \$1,100.00 for February Bookkeeping; Swelk LLC in the amount of \$2,250.00 for Rent and \$367.94 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 \$63.43 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$21.00 for water; Kristi Harder in the amount of \$360.00 and Freedom Exterior Services in the amount of \$50.00 for Cleaning; FP Mailing Solutions in the amount of \$111.04 for the Mailing Machine; and Elan Credit Card in the amount of \$635.21 for Admin Needs. Administrative bills totaled \$6,804.80.

REQUEST FOR PAYMENT:

Cody Yellowstone in the amount of \$221,197.85 for January Expenses; Cody Yellowstone Destination Development Funds in the amount of \$11,901.96.00 for DDF; Cody Country Chamber of Commerce in the amount of \$10,724.76 for January Visitor Center Staffing; and Powell Economic Partnership in the amount of \$10,000.00 for January Visitor Center Staffing. Requests for Payment totaled \$253,824.57.

MOTIONS TO APPROVE PAYABLES

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

SELECTION OF EXECUTIVE OFFICERS

The selection of Executive Officers was tabled.

REPORTS TO COUNCIL

MARKETING REPORT – KATRINA SOUTHERN

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

This month, we had Cameron Evan and Nicole Stone visit for the Ice Fishing Derby. Since the Derby was canceled, we had them explore the area and teach each other how to fly-fish and ice-fish. The girls had a blast and are halfway through posting and are getting great engagement. I will have a report next month.

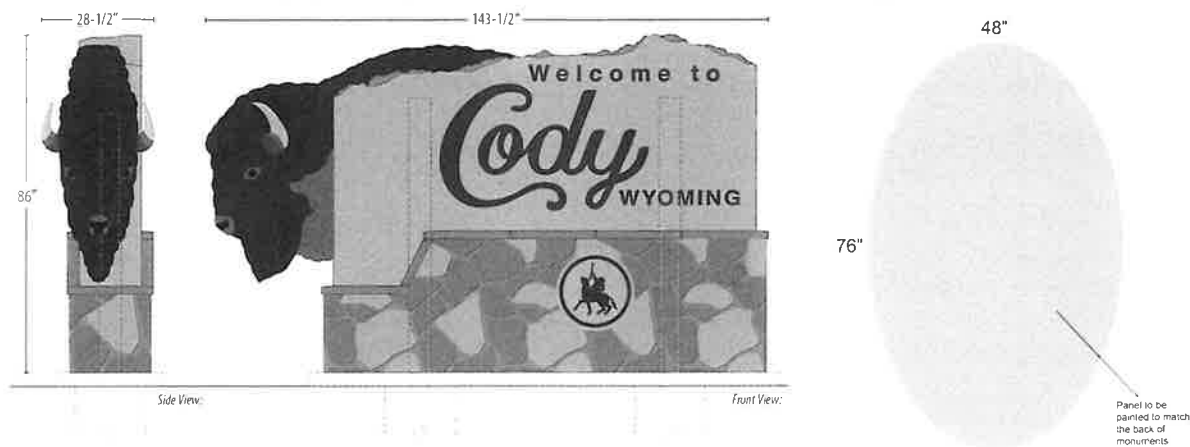
USA Today Nominations - Cody was nominated for USA Today Readers' Choice for "Best Small Town in the West" – embargoed until March 2. Our partners at Blackwater Creek Ranch have also been nominated for the USA Today "Best Dude Ranch" award. Currently ranked #10 of 20. Voting ends March 9th.

The 2026 Vacation Guide has officially been shipped out.

The international inspiration guide and international page on the website are up and running. We have French, German, and Italian posted. There is a delay with the Chinese guide, but we expect to see that by mid/late March. We have a placeholder in the meantime. We are also adding an additional pamphlet for navigating Yellowstone from the East Gate/Cody. This is expected to be finished mid-March.

As for the gateway signs, Wyoming Signs sent over another rendition of what the new buffalo design will be, along with the new quote. We had a conversation with Wyoming Signs to discuss additional design changes, along with what should be covered financially by the sign company and what should be covered by PCTC. As for the pre-existing signs and the access panel, we talked about having the company paint the back of the

existing monument when installing, so everything looks cohesive and wears together. We are waiting for a ship date for the Powell signs, aiming to have them reinstalled before May.



Amanda and I are putting together a proposed budget for next year to be approved by the board and by the new Executive Director when the time comes.

VERB and I started looking at GEO optimization and making the website more user-friendly. This will include a bit of a website restructure. Verb is currently pulling data and ensuring it is easy for AI bots to crawl, as well as making it easy for visitors to follow.

For our new campaign, the 60-second video was approved, and we are currently working on the 30-second videos. We are also talking about a campaign launch event to happen on May 21, but we are working through the details.

We are planning a virtual spring workshop about "Marketing with Meta" sometime in the spring. This was teased at our last community workshop in the Fall.

The receptive workshop is scheduled for March 26th. 20 have signed up so far.

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

Jan 9-14th – ABA Marketplace Trade Show

Jan 18-24 – Shot Show

Jan 9th – Martin Luther King Day (office closed)

Feb 16th- Presidents Day (office closed)

Feb 22nd- 24th- WY Gov Con

Mar 1st- 5th – One West Tech Summit

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

JANUARY STATS:

ATTRACTION/ENTITY	Jan-16	Jan-17	Jan-18	Jan-19	Jan-20	Jan-21	Jan-22	Jan-23	Jan-24	Jan-25	Jan-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	857	1,949	1,904	2,295	1,826	1,768	1,634	2,375	1,931	1,489	1,455	-2.28%	857	1,949	1,904	2,296	1,828	1,768	1,634	2,375	58,063	50,947	33,862	-33.53%
INQUIRIES / ADVERTISING	2,491	2,046	1,502	967	2,819	1,717	2,190	4,591	3,040	2,425	2,126	-12.33%	2,491	2,046	1,502	967	2,819	1,717	2,190	4,591	15,679	17,108	14,606	+14.62%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	578	523	558	815	155	1,095	4,614	321.37%	NA	NA	NA	NA	578	523	558	815	1,236	2,462	17,168	588.13%
INQUIRIES AAA/C/MISC	0	0	50	0	0	0	0	0	0	69,120	0	-100.00%	0	0	60	0	0	0	0	0	12,600	69,120	940	+98.64%
PCTC WEBSITE VISITS	10,589	21,574	7,942	10,404	24,549	28,776	51,672	50,612	92,952	82,890	105,715	27.54%	10,589	21,574	7,942	10,404	24,549	23,776	51,672	50,612	492,495	619,196	723,620	16.85%
BB CENTER OF THE WEST	789	528	908	468	1,310	1,397	1,160	1,195	1,305	1,231	1,474	19.74%	789	528	908	468	1,310	1,397	1,160	1,195	105,890	102,350	92,992	-9.14%
YELLOWSTONE PARK - VEHICLES	30,621	29,518	29,179	33,896	25,231	35,338	45,528	45,709	42,740	40,363		+100.00%	30,621	29,518	29,179	33,896	25,231	35,338	45,528	45,709	3,174,582	3,153,381	3,072,242	-2.59%
EAST ENTRANCE - VEHICLES	306	288	231	315	303	622	399	289	284	300		-100.00%	306	288	231	315	303	622	399	289	339,946	303,832	297,838	-1.97%
NE ENTRANCE - VEHICLES	0	0	0	0	0	0	0	0	0	0		#DIV/0!	0	0	0	0	0	0	0	0	194,471	213,771	210,413	-1.57%
N ENTRANCE - VEHICLES	16,618	14,303	13,009	11,346	19,966	19,900	28,180	28,666	28,933	25,088		-100.00%	16,618	14,303	13,009	11,346	19,966	19,900	28,180	28,666	676,560	738,477	713,062	-3.44%
W ENTRANCE - VEHICLES	10,157	11,414	11,491	2,618	2,649	12,901	14,545	13,435	10,281	11,926		-100.00%	10,157	11,414	11,491	2,618	2,649	12,901	14,545	13,435	1,403,156	1,347,080	1,312,623	-2.56%
S ENTRANCE - VEHICLES	3,540	3,513	4,448	1,284	922	1,915	2,404	3,319	3,242	3,049		-100.00%	3,540	3,513	4,448	1,284	922	1,915	2,404	3,319	560,450	550,722	538,308	-2.25%
YRA ENPLANEMENTS	1,974	1,700	1,819	1,808	2,025	1,141	2,055	2,281	2,537	2,451	2,555	4.24%	1,974	1,700	1,819	1,808	2,025	1,141	2,055	2,281	20,668	22,818	22,439	-1.66%
HEART MOUNTAIN INT CTR	247	100	248	236	263	131	137	87	198	204	231	13.24%	247	100	248	236	263	131	137	87	7,613	7,565	7,919	4.68%
POWELL VISITOR CTR	215	85	57	238	266	234	233	157	653	221	222	0.45%	215	85	57	238	288	234	233	157	2,950	3,932	2,427	-38.28%
MEETEETSE VISITOR CTR	117	86	134	114	116	147	395	287	112	981		-100.00%	117	86	134	114	116	147	395	287	2,756	5,161	2,929	-43.25%
BB DAM VISITOR CTR	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	77,547	84,356	88,098	77,231	72,578	41,415	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!	93,460	90,891	87,125	84,464	100,290	50,578	121,539	121,106	94,622	60,028	67,272	12.07%

WYOMING OFFICE OF TOURISM UPDATE

Quintin Blair reported the next WOT board meeting will be held this Sunday in Cheyenne at the Wyoming Governor's Hospitality & Tourism Convention and that it will be his last board meeting as his term is expiring. The Team Wyoming and Collegiate Rodeo sponsorships will be voted on. Wyoming state lodging tax collection is up 4% from last year.

YELLOWSTONE REGIONAL AIRPORT UPDATE

Aaron requested funding from PCTC to help fund the MRG for the Chicago flights. He stated that CYAIR has half of the funds needed.

Quintin Blair motioned, seconded by Jill Hartmann, to award \$50,000 to Cody Yellowstone Air Improvement Resources (CYAIR) to help fund the MRG using Destination Development Funds. Motion passed unanimously.

OLD BUSINESS

SIGNAGE UPDATE, BID APPROVAL

Katrina Southern gave an update on the signage project with Wyoming Signs.

Mike Darby motioned, seconded by Emily Swett, to approve Wyoming Signs' quote #7861. Motion passed unanimously.

Quintin Blair motioned, seconded by Jill Hartmann, to pay Wyoming Signs' invoices, 17872 and 17993, as soon as the project is complete and efforts are made to split cost of the Cody monument. Motion passed unanimously.

NEW BUSINESS

EVENT SPONSORSHIP REQUESTS

The Devilstone Run requested \$1,000.00 for their ride, September 4-6.

Jill Hartmann motioned, seconded by Chris Guyer, to award The Devilstone Run \$500.00, September 4-6. Motion passed unanimously.

Park County Wings-n-Wheels requested \$3,000.00 for their show, August 14-15.

Chris Guyer motioned, seconded by Quintin Blair, to award Park County Wings-n-Wheels \$1,500.00 for their show, August 14-15. Motion passed unanimously.

GOOD OF THE ORDER

John Parsons announced that he is resigning from the PCTC board after serving for 14 years. The board members expressed great appreciation and well wishes for John.

ADJOURN

The meeting adjourned at 11:30 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 3/19/26