

**PARK COUNTY TRAVEL COUNCIL
MONTHLY BOARD MEETING
THURSDAY, JANUARY 15, 2026
PARK COUNTY TRAVEL COUNCIL
BOARD ROOM
10:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

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

ABSENT: Christine Gleason

OTHER ATTENDEES: Amanda Keyes, Katrina Southern, Jay Moody, Dossie Overfield, CJ Baker (Powell Tribune), Janet Jones (Cody Journal) and Sawyer Swekard (WOT)

MOTIONS APPROVED

1. Chris Guyer motioned, seconded by Mike Darby, to accept the revised agenda adding three new topics; Powell Light Pole Baners, Cowboy Hall of Fame and New Executive Director attending the Governor's Hospitality & Tourism Convention. Motion passed unanimously.
 2. Toby Bonner motioned, seconded by Emily Swett, to approve the December 18, 2025 meeting minutes. Motion passed unanimously.
 3. Quintin Blair motioned, seconded by Mike Darby, to approve the payables as presented. Motion passed unanimously.
 4. Toby Bonner motioned, seconded by Emily Swett, to allow the Marketing Manager to purchase a full-page advertisement in USA Today, Go West Magazine costing up to \$6,000.00. Motion passed unanimously.
 5. Quintin Blair motioned, seconded by Emily Swett, to award Cody Youth Basketball \$500.00 for their Shootout Tournament, February 28. Motion passed unanimously. Jake Ivanoff recused himself.
 6. Quintin Blair motioned, seconded by Mike Darby, to adjourn to meeting. Motion passed unanimously.
- The meeting adjourned at 11:05 a.m.

CALL TO ORDER

Chairman, John Parsons called the meeting to order at 10:01 a.m.

APPROVAL OF AGENDA

Chris Guyer motioned, seconded by Mike Darby, to accept the revised agenda adding three new topics: Powell Light Pole Baners, Cowboy Hall of Fame and New Executive Director attending the Governor's Hospitality & Tourism Convention. Motion passed unanimously.

APPROVAL OF DECEMBER 18, 2026 MEETING MINUTES

Toby Bonner motioned, seconded by Emily Swett, to approve the December 18, 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 December were up \$31,194.74 (74.40%) and up \$108,988.32 (3.25%) for the year.

ADMINISTRATIVE BILLS:

Allied Benefit System in the amount of \$1,272.38 for February Health Insurance; Beam Insurance Admin in the amount of \$19.30 for January Vision Insurance; Claudia Wade in the amount of \$431.25 for Contracted Work; Jay Moody in the amount of \$1,100.00 for January Bookkeeping; CAN Surety in the amount of \$250.00 for Treasures Bond; Swelk LLC in the amount of \$2,250.00 for Rent and \$353.69 for Utilities; TCT in the amount of \$295.45 for Pone/Internet; Canon in the amount of \$159.30 and Office Shop, Inc in the amount of \$56.21 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$21.00; Kristi Harder in the amount of \$240.00 and Freedom Exterior Services in the amount of \$50.00 for Cleaning; Holiday Inn in the amount of \$1,919.64 for Executive Director Search; and Elan Credit Card in the amount of \$168.90 for Admin Needs. Administrative bills totaled \$8,587.12.

REQUEST FOR PAYMENT:

Cody Yellowstone in the amount of \$270,161.34 for December Expenses; Cody Yellowstone Destination Development Funds in the amount of \$217.00 for DDF; Cody Country Chamber of Commerce in the amount of \$14,300.38 for November Visitor Center Staffing and \$8,001.96 for December Visitor Center Staffing; and East Yellowstone Valley Chamber of Commerce in the amount of \$20,635.00 for FY26 Marketing Plan. Requests for Payment totaled \$313,315.68.

MOTIONS TO APPROVE PAYABLES

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

REPORTS TO COUNCIL

MARKETING REPORT – KATRINA SOUTHERN

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

This month, I attended ABA to promote bus tours through Park County. We built strong connections, re-engaged existing customers, and adjusted routes to stay longer in Park County. Most appointments were requested, indicating a high likelihood of booking or extending stay.

The 2026 Vacation guide has officially been sent off to print and should be shipped out at the end of January.

The international inspiration guide has been sent off for translation. We should expect to see the next round by the end of January.

As for the gateway sign, the sign manufacturer has been notified of the corrections we would like to see. We are now waiting for the 3D rendering before we continue. Wyoming Signs has been notified that we want to fix the existing signs to have an access panel in the back.

Our Ice Climbing influencers, Alec Sills-Trausch and Tim Banfield, have shown great ROI so far, with Alec already at XXX and not finished yet. We are still calculating Tims.

Coming for the Ice Festival, we have Cameron Evans and Nicole Stone. Unfortunately, due to changes to the ice fishing derby dates and scheduling conflicts, they will not attend the derby but will continue exploring fishing opportunities around the County. If there isn't enough ice on the Sunshine Reservoir, they will fly fish and explore other winter activities in the area. This is a series we are excited for, and it will also be aired on Nicoles YouTube with over 25k subscribers.

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.

JAN – FEB TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:

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

Jan 9-14th – ABA Marketplace Trade Show

Jan 18-24 – Shot Show
 Jan 19th – Martin Luther King Day (office closed)
 Feb 16th– Presidents Day
 Feb 22nd- 24th- WY Gov Con

DECEMBER STATS:

ATTRACTION/ENTITY	Dec-15	Dec-16	Dec-17	Dec-18	Dec-19	Dec-20	Dec-21	Dec-22	Dec-23	Dec-24	Dec-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	2,210	1,622	1,786	2,267	1,720	1,538	2,271	2,128	1,723	1,728	787	-54.48%	107,721	#VALUE!	#VALUE!	#VALUE!	108,464	55,012	92,855	94,385	56,132	49,458	32,407	-34.48%
INQUIRIES / ADVERTISING	541	1,387	593	1,377	1,535	1,332	1,595	2,156	1,604	1,529	1,776	16.15%	56,637	56,696	54,446	61,430	52,505	48,836	30,836	24,209	12,639	14,683	12,480	-15.00%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	129	638	490	103	316	3,079	874.37%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	4,446	7,595	5,856	1,081	1,367	12,574	819.82%
INQUIRIES AAA/CMISC	0	0	0	0	0	0	0	0	12,600	0	0	#DIV/0!	31,452	30,068	22,316	32,842	28,163	28,400	36,315	30,375	12,600	0	940	#DIV/0!
PCTC WEBSITE VISITS	7,822	13,925	13,972	25,676	16,136	77,802	102,575	40,800	37,466	73,387	80,895	10.23%	274,955	262,173	399,941	574,842	481,511	397,621	1,131,154	816,905	399,533	536,306	617,905	15.22%
BB CENTER OF THE WEST	4,611	4,661	4,224	4,477	5,014	2,234	3,849	3,194	3,493	3,643	3,461	-5.00%	173,582	172,244	177,563	167,507	165,046	99,653	182,737	149,681	104,585	101,119	91,518	-9.49%
YELLOWSTONE PARK - VEHICLES	20,470	59	21,294	22,380	25,506	28,643	37,749	30,794	34,764	30,410	34,523	13.53%	4,095,363	4,237,738	4,116,022	4,092,968	4,020,291	3,732,360	4,880,537	3,295,167	3,131,842	3,113,518	3,072,242	-1.33%
EAST ENTRANCE - VEHICLES	123	59	145	200	212	185	238	302	330	210	87	-58.57%	526,982	529,907	508,994	477,967	448,453	426,210	497,545	408,424	339,662	303,532	297,838	-1.88%
NE ENTRANCE - VEHICLES	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	230,863	238,042	222,438	223,760	239,832	216,350	269,627	48,974	194,471	213,771	210,413	-1.57%
N ENTRANCE - VEHICLES	11,118	9,172	10,316	10,979	13,820	19,670	27,482	19,992	25,344	21,661	27,277	25.93%	760,166	785,032	1,075,329	762,129	765,053	750,383	1,006,378	371,628	647,627	713,389	713,062	-0.05%
W ENTRANCE - VEHICLES	6,603	7,261	7,539	7,963	7,963	7,408	8,216	8,223	6,803	6,023	4,680	-22.38%	1,743,335	1,889,380	1,753,567	1,769,338	1,719,854	1,629,433	2,139,039	1,334,052	1,392,375	1,335,154	1,312,623	-1.68%
S ENTRANCE - VEHICLES	2,626	3,118	3,294	3,238	3,611	1,380	1,813	2,277	2,287	2,516	2,479	-1.47%	836,366	824,932	877,986	861,805	828,243	771,246	876,908	678,309	557,268	547,673	538,308	-1.71%
YRA ENPLANEMENTS	2,347	2,100	2,315	2,166	2,553	1,573	2,475	2,402	2,758	2,546	2,428	-4.63%	33,099	40,288	39,666	39,383	41,219	19,247	37,355	37,637	18,131	20,367	19,884	-2.37%
HEART MOUNTAIN INT CTR	279	323	281	442	525	117	227	156	177	159	70	-55.97%	14,202	14,935	15,768	15,904	16,309	7,672	14,206	13,277	7,415	7,361	7,588	4.44%
POWELL VISITOR CTR	225	235	50	427	276	277	238	154	559	354	264	-31.25%	5,722	5,095	1,153	3,095	4,034	3,116	3,717	2,864	2,337	3,711	2,205	-40.58%
MEETEETSE VISITOR CTR	216	255	312	244	37	0	100	448	296	523	418	-20.08%	3,900	4,594	4,443	3,506	1,747	1,337	2,423	5,369	2,644	4,180	2,929	-29.93%
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	41,416	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!	93,460	90,881	87,125	84,464	100,290	50,578	121,539	121,106	94,622	60,028	67,272	12.07%

USA TODAY – GO ESCAPE – KATRINA SOUTHERN

Toby Bonner motioned, seconded by Emily Swett, to allow Katrina Southern to purchase a full-page advertisement in USA Today, Go West Magazine costing up to \$6,000.00. Motion passed unanimously.

WYOMING OFFICE OF TOURISM UPDATE

Quintin Blair reported that WOT had their board retreat in Cheyenne and it was the first retreat under the new Executive Director, Dominick Bravo. He stated that it was very nice to get to know him in that position.

The Wyoming Shooting Complex came up in conversation at the retreat and that WOT does not have much involvement in the Complex.

Project Blue Moon was also discussed. Governor Gordon has submitted a letter of support for the Cowboy Hall of Fame to be moved to Wyoming.

Wyoming Office of Tourism's next board meeting is scheduled for this afternoon.

NEW BUSINESS

EVENT SPONSORSHIP REQUESTS

Cody Youth Basketball requested \$500.00 for their Shootout Tournament, February 28.

Quintin Blair motioned, seconded by Emily Swett, to award Cody Youth Basketball \$500.00 for their Shootout Tournament, February 28. Motion passed unanimously. Jake Ivanoff recused himself.

GOOD OF THE ORDER

John Parsons shared that he has been in conversations with the Songwriter Festival board. They are still moving forward and hope to get PCTC support in the future.

Chris Guyer said that he spoke to a man at his shop that is looking into producing a Gravel Guide for the Bighorn Basin. Chris is hoping that PCTC can provide funds for the project in the future.

ADJOURN

Quintin Blair motioned, seconded by Mike Darby, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 11:05 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

A handwritten signature in cursive script, appearing to read "John Darby", written over a horizontal line.

Date

A handwritten date "2/19/2020" written in cursive script over a horizontal line.