

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

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

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

ABSENT: Mike Keller

OTHER ATTENDEES: Amanda Keyes, Katrina Southern, Jay Moody, Quintin Blair, Aaron Buck (Yellowstone Regional Airport), Janet Jones (Cody Journal), Jake Hogan (Forward Cody), Zac Taylor (Powell Tribune), Jennifer Thoma (Cody Chamber), Sawyer Sweckard (WOT, zoom) and Daniel Rasmussen (Cody Enterprise, zoom)

MOTIONS APPROVED

1. Jill Hartmann motioned, seconded by Chris Guyer, to accept the amended agenda adding the Yellowstone Regional Airport Report. Motion passed unanimously.
2. Mike Darby motioned, seconded by Toby Bonner, to approve the February 19 meeting minutes. Motion passed unanimously.
3. Jill Hartmann motioned, seconded by Chris Guyer, to approve the payables as presented. Motion passed unanimously.
4. Jill Hartmann motioned, seconded by Chris Guyer, to award Wild West Paddle Club \$1,000.00 for the Wild West River Fest, August 7-9. Motion passed unanimously.
5. Bruce Sauers motioned, seconded by Toby Bonner, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 11:00 a.m.

CALL TO ORDER

Secretary, Christine Gleason called the meeting to order at 10:00 a.m.

APPROVAL OF AGENDA

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

APPROVAL OF FEBRUARY 19, 2026 MEETING MINUTES

Mike Darby motioned, seconded by Toby Bonner, to approve the February 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 February were up \$16,357.34 (20.53%) and up \$161,116.11 (4.14%) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$151.45 for March Dental Insurance; Allied Benefit System in the amount of \$1,272.38 for April Health Insurance; Beam Insurance Admin in the amount of \$19.30 for March Vision Insurance; Jay Moody in the amount of \$1,100.00 for March Bookkeeping; Claudia Wade in the amount of \$543.75 for Contract Work; Swelk LLC in the amount of \$2,250.00 for Rent and \$338.01 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 \$112.86 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$22.00 for Water; Kristi Harder in the amount of \$375.00 and Freedom Exterior Services in the amount of \$50.00 for Cleaning; Elan Credit Card in the amount of \$91.46 for Admin Needs; and SearchWide Global in the amount of \$21,048.11 for Executive Director Search. Administrative bills totaled \$27,829.07.

REQUEST FOR PAYMENT:

Cody Yellowstone in the amount of \$262,801.39 for February Expenses; Meeteetse Visitor Center in the amount of \$12,201.50 for Visitor Center Staffing; and Powell Economic Partnership in the amount of \$4,596.21 for Visitor Center Staffing and \$2,500.00 for Promotional Video. Requests for Payment totaled \$282,099.10.

MOTIONS TO APPROVE PAYABLES

Jill Hartmann motioned, seconded by Chris Guyer, to approve the payables as presented. Motion passed unanimously.

REPORTS TO COUNCIL

MARKETING REPORT – KATRINA SOUTHERN

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

Last month, we had Cameron Evan and Nicole Stone visit, explore the area, and teach each other how to fly-fish and ice-fish. The girls had a blast, and the campaign had great engagement. Here are the metrics: Count of Posts: 39, Reach: 78,897, Views: 150,438, Engagements: 4,431, Total EMV: \$127K

USA Today Nominations - Cody was nominated for USA Today Readers' Choice for "Best Small Town in the West" – Currently ranked #3

For PR, we have an article in FORBES magazine this month that focuses on our lovely wildflower display and spring travel. This next month, we are also going to record three different podcasts: Sharael Travels Podcast, RV Destinations Podcast, and Big Blend Radio Podcast.

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.

Thanks to the DMA West conference, we discovered new ways to optimize our YouTube Channel and have put those ideas into practice with VERB. We are also working with our new IT vendor, Nerd Nation, and they will donate a camera to PCTC (for a sponsor/community project) to stream live from downtown Cody/the Irma. Live feeds heavily optimize YouTube channels and drive engagement. We are starting with Cody, but we would love to expand further after the trial run.

The Cody Yellowstone Uncovered podcast intro episode is officially live, and the first official episode launches next week. This will be on YouTube, socials, and Spotify, and the goal is for this to eventually replace Wild Watch.

The Wild Watch videos will be finished at the end of this month, and we will start posting again once they are ready. Wild Watch runs till the end of this year.

We presented at the Northwest Voices in the Field Career Conference. This was for high school students to listen to various professionals in the field and discover a profession that suits them. We had three presentations/classes, and it was a great outreach to the community.

The receptive workshop is scheduled for March 26th. 35 have signed up so far.

There is a delay in removing Powell's signs due to high winds and weather. We are supposed to receive an update soon but was not given a date. I approved the new buffalo designs and made sure we saw photos of updated progress every week to make changes. The backing for the preexisting signs is also approved and being manufactured. There was minimal compromise on price. They only went down \$1,030. Amanda has compiled a document of everything we paid, and we are showing some discrepancies and possible overpayment. We want to make sure all of our facts are straight before we answer them.

This past month, I was accepted into the Certified Destination Marketing Executive (CDME) Program. This will help with continued education and professional growth, specifically within the tourism marketing space.

VERB has started remapping the website for human and AI search engine use based on heat mapping and analytical data. They are going to present new landing page mockups in the next few weeks. GEO optimization has already begun being implemented across our blogs.

The international Yellowstone guide pamphlets are in the stages of final approval.

For our new campaign, we will be soft launching in mid-April. We will need to make further adjustments to our video and are revisiting our plan for new creative with VERB.

LATE FEB – APRIL TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:

Feb 22nd- 24th- WY Gov Con

Mar 1st- 5th – One West Tech Summit

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

MARCH STATS:

ATTRACTION/ENTITY	Feb-16	Feb-17	Feb-18	Feb-19	Feb-20	Feb-21	Feb-22	Feb-23	Feb-24	Feb-25	Feb-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	1,618	1,665	1,773	1,781	1,562	1,517	2,181	1,849	2,110	1,310	-37.91%	#VALUE!	3,567	3,569	4,069	3,609	3,330	3,151	4,556	59,912	53,057	35,172	-33.71%
INQUIRIES / ADVERTISING	2,586	2,294	2,056	1,272	2,529	1,814	2,394	4,783	4,825	1,674	4,148	147.79%	5,077	4,340	3,558	2,239	5,347	3,531	4,584	9,374	20,504	18,782	18,754	-0.15%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	688	487	609	113	234	176	1,857	955.11%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	1,266	1,010	1,167	928	1,470	2,638	19,045	621.95%
INQUIRIES AAA/VCM/SC	0	0	2,290	110	17,685	0	16,380	37,440	43,120	0	64,980	#DIV/0!	0	0	2,350	110	17,685	0	16,380	37,440	55,720	69,120	65,920	-4.63%
PCTC WEBSITE VISITS	9,232	17,386	29,228	37,667	28,450	26,924	38,466	38,944	75,149	69,312	105,785	52.62%	19,821	38,960	37,170	48,071	52,999	55,600	90,138	89,556	567,644	688,508	829,405	20.46%
BB CENTER OF THE WEST	956	1,813	1,972	1,900	1,054	1,049	1,774	1,186	1,751	1,056	1,174	11.17%	1,745	2,341	2,380	2,368	2,364	2,446	2,934	2,381	107,641	103,406	94,166	-8.94%
YELLOWSTONE PARK - VEHICLES	36,327	32,275	34,263	31,650	41,712	36,897	47,300	45,717	49,291	44,133	48,826	10.63%	66,948	61,793	63,442	65,546	66,943	72,235	92,828	91,426	3,223,873	3,198,014	3,168,902	-0.91%
EAST ENTRANCE - VEHICLES	192	191	209	269	372	374	417	391	265	218	242	11.01%	498	479	440	584	675	996	816	680	340,211	304,050	298,319	-1.88%
NE ENTRANCE - VEHICLES	0	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	20,183	16,249	16,078	15,299	23,296	23,702	30,331	28,976	32,336	28,254	32,597	15.37%	36,301	30,552	29,087	26,645	43,262	43,602	58,511	57,642	708,896	766,731	778,040	1.47%
W ENTRANCE - VEHICLES	11,695	12,050	13,623	13,092	13,530	11,069	13,841	13,580	13,342	12,713	13,206	3.88%	21,852	23,464	25,114	15,710	16,179	23,970	28,386	27,015	1,416,498	1,359,793	1,337,756	-1.62%
S ENTRANCE - VEHICLES	4,257	3,785	4,353	2,990	4,682	1,752	2,711	2,770	3,348	2,948	2,781	-5.66%	7,797	7,298	8,801	4,274	5,604	3,667	5,115	6,089	563,798	553,670	544,276	-1.70%
YRA ENPLANEMENTS	1,758	1,695	1,630	1,838	1,961	839	2,044	1,929	2,279	2,044	2,188	7.05%	3,732	3,395	3,449	3,646	3,986	1,980	4,099	4,210	22,947	24,862	24,627	-0.95%
HEART MOUNTAIN INT CTR	419	479	116	290	180	81	239	299	154	276	160	-42.03%	666	579	364	526	443	212	376	386	7,767	7,841	8,079	3.04%
POWELL VISITOR CTR	315	51	53	222	255	199	226	129	625	216	242	12.04%	530	136	110	460	543	433	459	286	3,615	4,148	2,669	-35.66%
MEETEETSE VISITOR CTR	225	208	232	222	342	397	400	598	66	310	502	61.94%	342	294	356	336	458	544	795	685	2,822	5,471	3,712	-32.15%
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	90,891	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

Christine Gleason introduced Bruce Sauers, the newly appointed board member from the Wyoming Office of Tourism. Bruce asked the board what kind of information they would like him to report on at future board meetings.

YELLOWSTONE REGIONAL AIRPORT UPDATE

Aaron Buck reported that YRA's enplanements were continuing to increase with them being up 7.0% compared to February 2025.

Aaron also announced that the state approved/committed to helping fund the Chicago MRG.

NEW BUSINESS

EVENT SPONSORSHIP REQUESTS

The Wild West Paddle Club requested \$1,500.00 for the Wild West River Fest, August 7-9.

Jill Hartmann motioned, seconded by Chris Guyer, to award Wild West Paddle Club \$1,000.00 for the Wild West River Fest, August 7-9. Motion passed unanimously.

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ADJOURN

Bruce Sauers motioned, seconded by Toby Bonner, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 11:00 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

4/16/26