

**PARK COUNTY TRAVEL COUNCIL
MONTHLY BOARD MEETING
THURSDAY, MAY 21, 2026
BUFFALO BILL CENTER OF THE WEST
WEBSTER BOARD ROOM
1:15 P.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

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

OTHER ATTENDEES: Michael Wambolt, Amanda Keyes, Jay Moody, Zac Taylor (Powell Tribune - Zoom), George Gauvin (Best Western), Janet Jones (Cody Journal), Sandy Ballou (Cody Stampede Board) and Buzzy Hassrick (Cody Enterprise)

MOTIONS APPROVED

1. Toby Bonner motioned, seconded by Jake Ivanoff, to accept the revised amended to add Public Officer Training. Motion passed unanimously.
2. Christine Gleason motioned, seconded by Jill Hartmann, to approve the April 16, 2026 meeting minutes. Motion passed unanimously.
3. Bruce Sauers motioned, seconded by Toby Bonner, to approve the payables as presented. Motion passed unanimously.
4. Jill Hartmann motioned, seconded by Bruce Sauers, to increase the \$15,000.00 to \$20,000.00 for FY2026. Motion passed unanimously.
5. Quintin Blair motioned, seconded by Toby Bonner, to partner with the Cody Stampede Board for \$2,500.00 for the Cody Rodeo Economic Impact Study. Motion passed unanimously.
6. Jill Hartmann motioned, seconded by Toby Bonner, to award Justin Vander Werff \$500.00 for the Cody Summer Kickoff Street Dance, May 29, 2026. Motion passed unanimously. Jake Ivanoff recused himself.
7. Toby Bonner motioned, seconded by Quintin Blair, to award Cody Cubs American Legion Baseball \$2,000.00 for the Summer Slam Tournament, June 11-14. Motion passed unanimously.
8. Mike Darby motioned, seconded by Chris Guyer, to move into Executive Session. Motion passed unanimously. Executive Session began at 2:24 p.m.
9. Mike Darby motioned, seconded by Toby Bonner, to exit Executive Session. Motion passed unanimously. Executive Session ended at 2:42 p.m.
10. Jill Hartmann motioned, seconded by Quintin Blair, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 2:45 p.m.

CALL TO ORDER

Vice Chairperson, Emily Swett called the meeting to order at 1:15 p.m.

APPROVAL OF AGENDA

Toby Bonner motioned, seconded by Jake Ivanoff, to accept the revised amended to add Public Officer Training. Motion passed unanimously.

APPROVAL OF APRIL 16, 2026 MEETING MINUTES

Christine Gleason motioned, seconded by Jill Hartmann, to approve the April 16, 2026 meeting minutes. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Jill Hartmann reported that the total lodging tax collections for the month of April were down -\$855.80 (-.01%) and up \$144,621.59 (3.96%) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$302.90 for April Dental Insurance; Allied Benefit System in the amount of \$4,486.80 for April Health Insurance; Jay Moody in the amount of \$1,100.00 for May Bookkeeping; Claudia Wade in the amount of \$168.75 for Contract Work; Swelk LLC in the amount of \$2,250.00 for Rent and \$342.96 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 \$545.08 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$22.00 for Water; Kristi Harder in the amount of \$360.00 and Freedom Exterior Services in the amount of \$175.00 for Cleaning; Elan Credit Card in the amount of \$91.4787.74 for Admin Needs; and Elan Credit Card in the amount of \$247.2 for Grant Ads. Administrative bills totaled \$11,243.18.

REQUEST FOR PAYMENT:

Cody Yellowstone in the amount of \$216,153.40 for April Expenses; Cody Yellowstone in the amount of \$76,756.46 for Destination Development Funds; Buffalo Bill Center of the West in the amount of \$47,500.00 for FY26 Marketing Plan; Cody Country Chamber of Commerce in the amount of \$9,617.45 for Visitor Center Staffing & Operations; Powell Economic Partnership in the amount of \$3,467.93 for Visitor Center Staffing; and Cody Country Chamber of Commerce in the amount of \$12,000.00 for the Buffalo Bill Art Show & Sale. Requests for Payment totaled \$365,495.24.

MOTIONS TO APPROVE PAYABLES

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

FY2027 PRELIMINARY BUDGET REVIEW

Michael Wambolt reviewed the proposed FY2027 Budget.

CONFLICT OF INTEREST STATEMENTS

Emily Swett asked the board members to complete and sign the Conflict of Interest Statements and return them to Amanda.

PUBLIC OFFICER TRAINING

Jay Moody informed the board that all members that have not completed the Public Officer Training through the state, must do so.

REPORTS TO COUNCIL

MARKETING REPORT – MICHAEL WAMBOLT

Projects, Programs, FAMs, Film & Media

Our Destination Development Projects are underway. The campaign for Paramount+ is showing outstanding performance, with a 99% completion rate and 170k+ impressions delivered so far. Scripts for the lodging tax videos are currently being produced, and the storyboards for additional campaign assets have been finalized.

The airport immersion project has been officially completed. We have already received great feedback from airport staff, and the new entryway is breathtaking. (Photos Attached)

International Roundup was held at the end of April. We met with 42 international clients and promoted our destination in over 9 countries. I am already working with multiple clients on setting up additional product and tours to the area. The newly translated guides were also a huge talking point that made our destination stand out.

At the beginning of the month, the gate to Yellowstone National Park was opened to tourists for the summer. This was followed by Parks Day, social media takeover, map trouble, as well as a hosted influencer. The influencer stats will be coming next month, but overall was a very smooth visit. As for Google maps, we have hopefully solved our historic "gate closed" issue for good. We have finally reached a higher contact at Google, and they fixed the problem within a day.

The East Gate Social Takeover resulted in over 94,000 views and a 2.6% engagement rate (average is 1.3%). This also resulted in 570 saves and 628 shares, which shows a higher intent to travel.

Gateway signs for Powell have been removed and are receiving the final touches before being returned to their intended position. This should be installed this week. Heart Mountain officially looks like Heart Mountain.

For our new campaign, Untamed and True, the 30-second, 15-second, and 6-second videos are all finalized and out to market. The additional 15-second videos will be completed after additional content is captured before July 1. We have already run market tests for the campaign landing pages and are working to further optimize our website. Even with the switch to our new campaign (where you typically see lower engagement while in the learning stages), the metrics are showing an outstanding engagement rate of 64.8%. This is a 56% increase over last month and a 96% increase from last year.

Over the last 5 months, we have been running campaigns for conferences and conventions. Out of 101k impressions, we are receiving a 0.16% CTR (industry standard is 0.06%). Over the last 6 months, we have received 12 group meeting inquiries, which have been referred to appropriate partners who can meet their needs.

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

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

June 30- July 4th – Cody Stampede

July 18-24 – Destinations International Summit/CDME

May STATS:

ATTRACTION/ENTITY	Apr-16	Apr-17	Apr-18	Apr-19	Apr-20	Apr-21	Apr-22	Apr-23	Apr-24	Apr-25	Apr-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	N/A	N/A	N/A	3,229	235	3,106	2,600	3,348	3,020	1,899	1,787	-5.90%	#VALUE!	#VALUE!	#VALUE!	9,197	5,096	8,260	8,285	10,461	65,473	56,499	38,875	-11.19%
INQUIRIES / ADVERTISING	6,018	5,234	9,304	2,097	1,612	3,303	1,603	3,371	3,155	4,118	3,601	-12.95%	15,190	12,094	14,358	5,693	9,676	9,550	7,538	17,872	26,598	30,609	25,031	-18.46%
VG DIGITAL DOWNLOADS	N/A	N/A	N/A	N/A	158	527	564	432	194	2,142	3,374	57.52%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	1,835	2,015	2,231	1,617	2,734	7,059	24,999	254,14%
INQUIRIES AAA/CMISC	17,710	15,529	947	4,398	0	3,895	2,625	0	180	0	0	#DIV/0!	24,347	26,721	27,187	22,393	22,960	26,585	30,975	38,520	55,080	69,120	85,920	-4.63%
PCTC WEBSITE VISITS	15,510	32,475	66,200	41,351	10,068	44,448	42,167	99,074	56,754	91,712	93,300	1.73%	46,583	93,500	146,307	121,066	61,884	139,443	170,517	244,308	679,830	861,923	1,033,343	19.89%
BB CENTER OF THE WEST	2,257	3,064	3,461	3,012	0	3,930	3,440	2,644	3,137	3,031	3,212	5.97%	5,897	7,129	8,873	7,166	3,150	9,481	10,355	7,278	114,015	108,913	99,623	-8.53%
YELLOWSTONE PARK - VEHICLES	59,253	55,895	37,766	48,150	0	67,508	79,328	69,247	71,784	78,529	72,493	-7.69%	149,125	130,785	123,949	142,394	66,943	175,354	207,772	190,717	3,328,519	3,309,827	3,275,623	-1.03%
EAST ENTRANCE - VEHICLES	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	498	485	535	584	675	1,222	975	920	340,325	304,172	298,406	-1.90%
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	27,236	23,543	18,466	24,299	0	34,099	40,081	43,562	40,667	40,509	40,682	0.43%	80,635	77,092	62,256	71,638	63,726	106,049	120,304	125,552	776,065	833,794	847,960	1.69%
W ENTRANCE - VEHICLES	32,018	21,617	19,301	23,851	0	33,409	39,246	25,905	30,916	38,017	31,811	-16.32%	58,382	61,324	50,305	45,662	21,005	62,441	72,031	56,713	1,452,620	1,403,073	1,373,307	-2.12%
S ENTRANCE - VEHICLES	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	9,611	12,861	10,853	6,174	7,817	4,842	6,451	7,632	565,037	555,015	545,631	-1.69%
YRA ENPLANEMENTS	2,120	2,160	2,391	1,879	94	1,840	3,024	2,620	2,561	2,392	2,389	-0.13%	8,293	7,593	8,223	7,379	5,269	5,006	9,746	9,169	27,329	29,645	29,370	0.31%
HEART MOUNTAIN INT CTR	581	745	363	345	15	254	291	250	293	292	368	26.03%	1,673	1,585	1,257	1,333	577	802	1,079	885	8,418	8,395	8,732	4.01%
POWELL VISITOR CTR	404	44	114	344	2	314	278	236	637	301	278	-7.64%	1,286	256	312	1,087	771	1,015	985	652	4,879	4,893	3,220	-34.19%
MEETEETSE VISITOR CTR	198	162	138	133	0	110	437	119	38	421	562	38.24%	708	651	649	542	488	654	1,450	1,014	2,860	6,198	4,673	-24.60%
BB DAM VISITOR CTR	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	77,547	84,156	98,009	77,231	72,579	41,416	75,133	73,767	56,894	72,650	49,000	-6.77%
CODY NITE RODEO	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	93,460	50,791	67,125	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

Bruce Sauers gave a brief update on Wyoming Office of Tourism.

YELLOWSTONE REGIONAL AIRPORT UPDATE

Aaron Buck was not present.

NEW BUSINESS

AMERICA'S 250TH CELEBRATION FIREWORKS FUNDING DISCUSSION

Jill Hartmann motioned, seconded by Bruce Sauers, to increase the \$15,000.00 to \$20,000.00 for FY2026. Motion passed unanimously.

CODY RODEO ECONOMIC IMPACT STUDY – SANDY BALLOU, CODY STAMPEDE BOARD

Quintin Blair motioned, seconded by Toby Bonner, to partner with the Cody Stampede Board for \$2,500.00 for the Cody Rodeo Economic Impact Study. Motion passed unanimously.

CODY JOURNAL PROPOSAL

The board chose to table this discussion until PCTC has a new Public Relations firm hired.

EVENT SPONSORSHIP REQUESTS

Justin Vander Werff requested \$3,000.00 for the Cody Summer Kickoff Street Dance, May 29.

Jill Hartmann motioned, seconded by Toby Bonner, to award Justin Vander Werff \$500.00 for the Cody Summer Kickoff Street Dance, May 29, 2026. Motion passed unanimously. Jake Ivanoff recused himself.

Cody Cubs American Legion Baseball requested \$2,000.00 for the Summer Slam Tournament, June 11-14.

Toby Bonner motioned, seconded by Quintin Blair, to award Cody Cubs American Legion Baseball \$2,000.00 for the Summer Slam Tournament, June 11-14. Motion passed unanimously.

Yellowstone Film & Arts Festival requested \$2,500.00 for the Yellowstone Film Festival, August 21-23.

The board chose to table this request until Brett Straniere can be present at the June board meeting to answer questions.

EXECUTIVE SESSION – STAFFING

Mike Darby motioned, seconded by Chris Guyer, to move into Executive Session. Motion passed unanimously. Executive Session began at 2:24 p.m.

Mike Darby motioned, seconded by Toby Bonner, to exit Executive Session. Motion passed unanimously. Executive Session ended at 2:42 p.m.

GOOD OF THE ORDER

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ADJOURN

Jill Hartmann motioned, seconded by Quintin Blair, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 2:45 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

6/18/26