

**PARK COUNTY TRAVEL COUNCIL
MONTHLY BOARD MEETING
THURSDAY, NOVEMBER 20, 2025
HEART MOUNTAIN WWII INTERPRETIVE CENTER
MINETA-SIMPSON INSTITUTE
1:00 PM**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

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

ABSENT: Christine Gleason

OTHER ATTENDEES: Amanda Keyes, Katrina Southern, Jay Moody, Zac Taylor (Powell Tribune), Janet Jones (Cody Journal), Jennifer Thoma and Daniel Rasmussen (Cody Enterprise)

MOTIONS APPROVED

1. Quintin Blair motioned, seconded by Mike Keller, to accept the agenda adding that the Executive Session is to discuss personnel. Motion passed unanimously.
2. Jill Hartmann motioned, seconded by Mike Keller, to approve the October 16, 2025 meeting minutes. Motion passed unanimously.
3. Mike Keller motioned, seconded by Jill Hartmann, to approve the payables as presented. Motion passed unanimously.
4. Toby Bonner motioned, seconded by Chris Guyer, to approve the FY2025 Financial Audit Report. Motion passed unanimously.
5. Quintin Blair motioned, seconded by Chris Guyer, to move into Executive Session to discuss personnel. Motion passed unanimously. Executive Session began at 1:28 p.m.
6. Emily Swett motioned, seconded by Jill Hartmann, to exit Executive Session Motion passed unanimously. Executive Session ended at 2:25 p.m.
7. Quintin Blair motioned, seconded by Toby Bonner, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 2:26 p.m.

CALL TO ORDER

Chairman, John Parsons called the meeting to order at 1:04 p.m.

APPROVAL OF AGENDA

Quintin Blair motioned, seconded by Mike Keller, to accept the agenda adding that the Executive Session is to discuss personnel. Motion passed unanimously.

APPROVAL OF OCTOBER 16, 2025 MEETING MINUTES

Jill Hartmann motioned, seconded by Mike Keller, to approve the October 16, 2025 meeting minutes. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Jill Hartmann reported that the total lodging tax collections for the month of October were down -\$15,870.68 (-1.75%) and up \$54,542.91 (1.77%) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$269.65 for November Dental Insurance; Allied Benefit System in the amount of \$1,272.38 for November Health Insurance; Beam Insurance Admin in the amount of \$19.30 for November Vision Insurance; Jay Moody in the amount of \$1,100.00 for October Bookkeeping; Claudia Wade in the amount of \$487.50 for Contract Work; Swelk LLC in the amount of \$2,250.00 for Rent and \$368.22 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 \$38.65 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$21.00; Kristi Harder in the amount of \$375.00 and Freedom Exterior Services in the amount of 175.00 for Cleaning; FP Mailing Solutions in the amount of \$111.04 for Mailing Machine; and Elan Credit Card in the amount of \$278.68 for Admin Needs. Administrative bills totaled \$7,221.17.

REQUEST FOR PAYMENT:

Cody Yellowstone in the amount of \$114,964.55 for October Expenses; Cody Yellowstone Destination Development Funds in the amount of \$17,738.14 for DDF; Cody Country Chamber of Commerce in the amount of \$8,384.71 for Visitor Center Staffing; Meeteetse Visitor Center in the amount of \$6,608.78 for Visitor Center Staffing; and Powell Visitor Center in the amount of \$5,000.00 for Visitor Center Staffing. Requests for Payment totaled \$152,696.18.

MOTIONS TO APPROVE PAYABLES

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

FY2025 FINANCIAL AUDIT REPORT

James Reilly of James Reilly, CPA, P.C. reviewed the FY2025 PCTC Financial Audit. He reported that all expenditures were in order, and it was a clean audit.

Toby Bonner motioned, seconded by Chris Guyer, to approve the FY2025 Financial Audit Report. Motion passed unanimously.

REPORTS TO COUNCIL

MARKETING REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

We played catch-up this month with our vendors, reviewing the campaigns Ryan had set up and exploring possible options for next year. Event inquiries have been through the roof this month with over 7 requests for information through CVENT, as well as through our form on our website. Each of these has been responded to directly.

We will be having a watch party at Pat's on December 6th to celebrate the release of Adventure Cities. This episode officially airs on November 30th. The partners have been emailed and informed of the event, with posters to go out into the community.

The annual report has been sent out and should have been delivered to residents of Park County.

2026 Vacation guide is underway with updates being made and adjusted to the new Untamed and True branding. We should be seeing the first version of the vacation guide by the end of the month.

The international inspiration guide is currently in development and has already generated interest among our international clients. The outline is complete, and we are narrowing down what wording needs to be on the pages. GAW/RMI is already in possession of the design files and is ready to start the process.

Our gateway sign correction is slowly making progress. We are waiting on a group meeting between John, Enoch, his assistant, and myself so we can get on the same page before we need to escalate the situation. They seem to be having trouble finding a time to meet. On the bright side, the two refurbished signs are

finished. We are still going to have a discussion with them about the backside, which shows the old sign, and see if that can't be painted over or fixed.

The Fall Community Workshop has concluded, with over 50 people attending both sessions. The sessions focused on a basic understanding of branding and an overview of the 250th anniversary events. The second part will be online with a deeper dive into the backend of marketing and Meta advertising. This will take place in the Spring.

LATE OCTOBER – NOVEMBER TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:

Oct 21 – High School Job Shadow
Oct 22-24 – Fall Tourism Summit
Oct 31- Halloween/Downtown Trick or Treat
Nov 11 – Veterans Day (office closed)
Nov 19th – Fall Community Workshop
Nov 20th – Fall Board Retreat
Nov 27-28th – Thanksgiving Break (office closed)
Dec 6 – Adventure Cities Watch Party

AUGUST STATS:

ATTRACTION/ACTIVITY	Oct-25	Oct-26	Oct-27	Oct-28	Oct-29	Oct-30	Oct-31	Nov-01	Nov-02	Nov-03	Nov-04	Nov-05	Nov-06	Nov-07	Nov-08	Nov-09	Nov-10	Nov-11	Nov-12	Nov-13	Nov-14	Nov-15	Nov-16	Nov-17	Nov-18	Nov-19	Nov-20	Nov-21	Nov-22	Nov-23	Nov-24	Nov-25	Nov-26	Nov-27	Nov-28	Nov-29	Nov-30	Change			
CODY VISITOR CTR WALK INS	4,210	4,527	4,085	5,421	4,566	3,650	4,575	5,701	5,212	4,825	2,802	-41.93%	104,574	INVALUE!	INVALUE!	INVALUE!	104,603	52,316	36,511	29,559	52,094	40,377	30,730	-33.02%																	
INPOURSES : ADVERTISING	1,405	2,445	1,679	1,561	1,919	500	2,167	2,452	2,298	1,833	2,219	21.06%	54,947	53,044	52,900	58,503	49,435	47,816	27,924	19,305	18,216	11,083	9,151	-17.43%																	
VG DIGITAL DOWNLOADS	116	116	116	NA	116	34	753	232	108	170	2,226	1,965.91%	INVALUE!	INVALUE!	INVALUE!	INVALUE!	4,227	6,206	5,901	820	758	7,596	902.11%																		
INPOURSES : ADVERTISING	1,200	26	0	3	110	0	0	0	0	0	0	RDV/0!	31,452	39,088	32,316	32,842	28,163	28,430	31,595	30,935	0	0	943	RDV/0!																	
PCTC VISITORS VISIT	6,575	21,215	25,066	27,530	39,260	21,700	181,262	13,893	86,563	92,125	101,954	93.66%	259,263	229,366	369,772	519,319	475,647	268,100	906,203	732,106	325,173	389,132	457,616	17.68%																	
SSC CENTER OF THE WEST	6,458	8,257	9,328	7,581	8,930	7,954	5,642	7,559	3,173	7,920	7,681	-3.27%	157,132	166,112	171,450	161,140	158,096	96,545	175,251	143,596	58,325	54,370	86,004	-8.06%																	
YELLOWSTONE PARK VEHICLES	292,613	242,004	211,987	218,076	111,379	346,236	116,642	232,111	299,127	365,025		-100.00%	1,053,864	4,212,969	4,051,250	4,095,429	3,079,157	1,675,515	4,783,644	3,246,686	3,074,963	3,061,975	1,857,045	-39.39%																	
EAST ENTRANCE - VEHICLES	27,657	22,975	19,645	14,969	14,250	25,994	30,963	29,893	25,006	28,152		-100.00%	526,458	527,528	508,780	477,723	447,961	425,429	494,724	459,122	339,322	303,322	188,302	-37.90%																	
ME ENTRANCE - VEHICLES	9,701	9,304	8,976	10,591	8,085	15,226	14,821	657	15,725	20,424		-100.00%	230,853	228,042	222,679	221,750	215,422	215,300	205,527	18,974	156,421	213,121	129,896	-39.24%																	
N ENTRANCE - VEHICLES	48,182	49,071	40,670	45,396	29,136	77,093	62,162	2,643	71,455	88,351		-100.00%	740,133	762,309	1,095,874	762,349	739,561	111,247	561,456	323,943	682,174	670,195	396,259	-40.91%																	
W ENTRANCE - VEHICLES	116,993	121,586	98,901	103,209	73,630	169,775	163,963	168,201	133,312	168,113		-100.00%	1,735,194	1,875,735	1,745,549	1,156,826	1,105,373	1,619,376	2,121,266	1,325,829	1,386,072	1,329,131	811,378	-36.95%																	
S ENTRANCE - VEHICLES	49,474	47,462	43,834	44,723	25,137	73,704	63,745	50,083	52,823	60,710		-100.00%	523,234	818,529	874,370	958,101	823,348	768,944	811,569	675,022	564,921	545,157	331,213	-38.24%																	
YRALT PLACEMENTS	2,622	3,469	3,604	2,738	3,663	758	3,914	2,875	2,756	2,767	2,621	-3.38%	28,445	35,413	35,243	34,909	36,372	16,197	32,297	32,546	12,715	18,461	15,131	-2.15%																	
HEART MOUNTAIN INT CTR	664	190	726	642	756	443	647	763	569	568	295	60.39%	13,173	14,327	15,148	15,095	15,430	1,402	12,537	12,583	6,929	5,990	7,420	6.27%																	
PONHILL VISITOR CTR	272	293	72	296	318	347	211	191	296	369	252	-31.77%	5,187	4,568	1,028	2,256	3,551	2,581	1,199	2,521	1,453	3,058	1,658	-45.78%																	
MEET/ETC VISITOR CTR	243	142	154	143	0	29	245	565	229	437	182	-60.18%	3,722	4,154	3,553	3,115	1,902	1,320	2,071	4,649	2,252	1,191	2,262	-53.65%																	
SSC DAM VISITOR CTR	0	0	0	0	0	0	0	0	0	0	0	RDV/0!	77,547	84,358	85,293	77,291	72,679	41,415	75,133	13,367	56,894	52,569	49,000	-6.77%																	
CODY RITE RIDER	0	0	0	0	0	0	0	0	0	0	0	RDV/0!	13,462	70,231	87,125	84,454	100,299	50,575	121,513	121,106	94,622	62,028	67,272	12.27%																	

Change represents from FY2020 to FY2021

YTD numbers were not recorded because of lockdown shutdowns.

WYOMING OFFICE OF TOURISM UPDATE

Quintin Blair reported that Wyoming Tourism & Hospitality Fall Summit was held in Riverton in October and was notable because it was Diane Shober's last Summit. Governor Gordon was in attendance and announced the hiring of Dominic Bravo as the new Executive Director of the Wyoming Office of Tourism.

NEW OF THE BUSINESS

EVENT SPONSORSHIP REQUESTS

The board for Cody Songwriters Festival requested \$2,500.00 for the Cody Songwriters Festival, September 10-12, 2026.

While to board agreed they want to support this event, they want to ask them to come back when the Festival's board has their 501C3.

EXECUTIVE SESSION

Quintin Blair motioned, seconded by Chris Guyer, to move into Executive Session to discuss personnel. Motion passed unanimously. Executive Session began at 1:28 p.m.

Emily Swett motioned, seconded by Jill Hartmann, to exit Executive Session Motion passed unanimously. Executive Session ended at 2:25 p.m.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Quintin Blair motioned, seconded by Toby Bonner, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 2:26 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

