

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, OCTOBER 16, 2025
PARK COUNTY TRAVEL COUNCIL BOARD ROOM
CODY, WY
10:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

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

ABSENT: Christine Gleason and Michael Darby

OTHER ATTENDEES: Amanda Keyes, Jay Moody, Zac Taylor (Powell Tribune - zoom), George Gauvin (Best Western) and Sawyer Sweckard (WOT – zoom)

MOTIONS APPROVED

1. Toby Bonner motioned, seconded by Jill Hartmann, to accept the revised agenda. Motion passed unanimously.
2. Emily Swett motioned, seconded by Jill Hartmann, to approve the September 18, 2025 meeting minutes. Motion passed unanimously.
3. Toby Bonner motioned, seconded by Chris Guyer, to approve the payables as presented. Motion passed unanimously.
4. Jill Hartmann motioned, seconded by Quintin Blair, to award Festival of Trees \$500.00 for their events, November 28 – December 6. Motion passed unanimously.
5. Jake Ivanoff motioned, seconded by Chris Guyer, to award Cody Country Snowmobile Association \$1,500.00 for the 2026 Avalanche Training, January 9-10, 2026. Motion passed. Quintin Blair recused himself.
6. Emily Swett motioned, seconded by Jill Hartmann, to award Cody Country Snowmobile Association \$1,500.00 for the 2026 Wyoming State Snowmobile Association Convention “Fun Day”, March 6-8, 2026. Motion passed. Quintin Blair recused himself.
7. Quintin Blair motioned to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 10:53 a.m.

CALL TO ORDER

Chairman, John Parsons called the meeting to order at 10:04 a.m.

APPROVAL OF AGENDA

Toby Bonner motioned, seconded by Jill Hartmann, to accept the revised agenda. Motion passed unanimously.

APPROVAL OF SEPTEMBER 18, 2025 MEETING MINUTES

Emily Swett motioned, seconded by Jill Hartmann, to approve the September 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 September were up \$37,429.53 (5.96%) and up \$70,413.59 (3.25%) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$269.65 for October Dental Insurance; Allied Benefit System in the amount of \$1,272.38 for October Health Insurance; Beam Insurance Admin in the amount of \$2.21 for October Vision Insurance; Jay Moody in the amount of \$1,100.00 for October Bookkeeping; Claudia Wade in the amount of \$731.25 for Contract Work; Swelk LLC in the amount of \$2,250.00 for Rent and \$388.81 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 \$67.27 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$21.00; Kristi Harder in the amount of \$300.00 for Cleaning; and Elan Credit Card in the amount of \$440.56 for Admin Needs. Administrative bills totaled \$7,297.88.

REQUEST FOR PAYMENT:

Cody Yellowstone in the amount of \$133,759.58 for September Expenses; Cody Yellowstone Destination Development Funds in the amount of \$136,044.46 for DDF; Cody County Chamber of Commerce in the amount of \$14,998.82 for Visitor Center Staffing; Powell Visitor Center in the amount of \$5,000.00 for Visitor Center Staffing; and Buffalo Bill Dam Visitor Center in the amount of \$2,539.75 for FY26 Marketing. Requests for Payment totaled \$292,342.61.

MOTIONS TO APPROVE PAYABLES

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

REPORTS TO COUNCIL

EXECUTIVE DIRECTOR REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

The Eat Wyoming's – Chefs' Table farm-to-fork event was a massive success with support from everyone who attended. We received a lot of great feedback, with the promise of more to come next year. Following a debrief with the Eat Wyoming crew, we have numerous ideas on how to improve next year and make this event even better.

Our Fall Photography Workshop turned out to be one of the best workshops yet. Despite inclement weather, the group was able to spot over 10 grizzlies, a wolf pack, a great grey owl, bull elk, and an unforgettable wild horse experience. We had one participant who has already booked a trip to come back, and multiple others who expressed that this was the best photography workshop they had ever been to and asked to be put on the list for the next event. We will get additional assets from Scott and Steven in the following weeks.

Adventure Cities officially airs our episode on November 30th. We have received all the footage from this episode, which featured partners such as OutWest Adventures, Sitti's Table, Sunlight Sports, The Chamberlin, Joyvagen, The Center of the West, and others. You can watch this on Discovery, Hulu, and other streaming platforms.

The annual report has been completed and is now being sent to print. We will be seeing that shipped by the end of the month.

Our gateway signs have been a slow process and have included a few hiccups. We will have to send the Powell signs back to the manufacturer. This process is expected to take 4-8 weeks but is subject to change if any complications arise. I have let Powell know and am waiting on the final verdict. Our refurbished Cody signs are currently being installed and are expected to be finished soon. The new gateway signs are not as we had expected, and if we are to send them back, it will be a minimum of 2-3 months with a turnaround time and additional expenditure. Currently talking to Wyoming Signs about the changes.



We saw the first revisions of our new brand mark for the Untamed and True campaign. It looks very promising, and we are excited to share this at the retreat.

The Fall Community Workshop is in the works. We have received the feedback from our partners and they asked for us to go over social ads. We will separate this workshop into two parts. One in-person seminar will take place in November, around the fall retreat. This will focus on a basic understanding of how marketing and Facebook marketing work, as well as an overview of the events of the 250th. The second part will be online with a deeper dive into the backend of Meta. This will take place in the Spring.

The Mesereaus' fall press trip was canceled due to multiple medical issues from our reporters, but that didn't stop us from having a great month in the press world. We have been featured in publications such as The New York Times, Travel + Leisure, and World Atlas, featuring Blanka Tatanka, the Wyoming Dude Ranch Association, Crossed Sabres Ranch, BBCOW, the Irma Hotel, and various other partners.

LATE SEPT - OCTOBER TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:

Sept 15-21 – Rendezvous Royale Week

Sept 24-25 – WOT in town for a visit

Oct 4-5 – Eat Wyoming's Chefs Table Farm to Fork Event

Oct 9-12 – Fall Photography Workshop

Oct 13 – Columbus Day

Oct 21 – High School Job Shadow

Oct 22-24 – Fall Tourism Summit

Oct 31- Halloween/Downtown Trick or Treat

AUGUST STATS:

ATTRACTION/ENTITY	Sep-15	Sep-16	Sep-17	Sep-18	Sep-19	Sep-20	Sep-21	Sep-22	Sep-23	Sep-24	Sep-25	Change	Ytd 15	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	FY24	FY26	FY26	Change	
CODY VISITOR CTR WALK INS	17,206	18,592	21,325	19,502	20,265	12,234	15,571	15,228	15,908	12,663	8,542	-32.54%	100,464	#VALUE!	#VALUE!	#VALUE!	99,837	48,366	83,976	84,158	47,082	41,052	27,928	FALSE	
INQUIRIES / ADVERTISING	1,851	2,016	2,333	16,646	16,963	1,609	1,296	2,748	1,538	2,586	1,543	-40.33%	53,559	50,575	51,221	56,940	47,516	46,216	25,437	16,653	7,918	9,250	6,932	-25.06%	
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	209	1,025	376	178	124	1,429	1052.42%	NA	NA	NA	NA	NA	4,153	5,480	4,771	682	582	5,368	822.34%	
INQUIRIES AAA/VC/MISC	980	175	700	15	550	185	0	0	0	0	450	#DIV/0!	30,252	30,062	32,316	32,842	28,053	28,400	31,895	30,975	0	0	940	#DIV/0!	
PCTC WEBSITE VISITS	11,131	23,452	34,978	48,401	64,696	24,948	199,208	79,589	65,856	105,584	97,282	-7.86%	252,728	208,941	344,112	491,589	400,578	266,490	722,341	678,213	259,614	297,397	355,662	19.59%	
BB CENTER OF THE WEST	28,563	31,346	30,066	29,536	30,516	20,115	28,543	23,610	27,614	26,753	23,313	-12.86%	158,634	157,300	163,182	153,553	150,165	87,691	166,009	135,737	89,352	86,650	78,343	-9.59%	
YELLOWSTONE PARK - VEHICLES	680,213	701,754	640,068	724,454	693,118	837,499	952,078	567,587	838,458	852,435			-100.00%	3,811,831	3,970,965	3,872,273	3,838,363	3,807,818	3,319,551	4,472,982	3,014,569	2,777,842	2,715,950	1,857,045	-31.62%
EAST ENTRANCE - VEHICLES	88,299	95,650	73,378	92,896	81,634	68,656	105,124	87,204	92,744	87,343			-100.00%	498,811	504,653	489,135	453,665	433,511	399,435	463,761	378,229	313,526	275,140	188,302	-31.56%
NE ENTRANCE - VEHICLES	42,848	40,280	38,748	48,683	47,547	50,753	59,180	0	57,236	64,400			-100.00%	221,162	218,118	213,525	213,069	231,746	200,124	254,803	40,277	178,746	193,147	129,894	-32.75%
N ENTRANCE - VEHICLES	114,927	119,676	107,890	132,298	126,508	157,030	156,043	0	174,807	193,156			-100.00%	691,945	722,858	1,015,204	714,954	700,251	634,149	698,296	331,306	530,719	582,207	396,259	-31.94%
W ENTRANCE - VEHICLES	290,797	314,462	280,874	295,567	286,613	374,361	375,370	349,376	363,208	361,700			-100.00%	1,618,401	1,754,150	1,846,166	1,655,627	1,635,743	1,449,600	1,977,322	1,677,028	1,252,754	1,181,018	811,378	-31.30%
S ENTRANCE - VEHICLES	143,443	131,687	139,178	155,009	150,617	166,439	166,381	131,007	150,462	145,836			-100.00%	783,960	771,189	830,536	813,378	787,711	698,240	807,761	625,949	502,098	484,439	331,213	-31.63%
YRA ENPLANEMENTS	3,075	4,569	4,410	4,269	5,166	2,946	4,535	3,705	3,681	3,630	3,478	-4.19%	25,823	32,344	31,739	32,182	32,769	15,409	29,323	29,771	10,009	12,756	12,510	-1.93%	
HEART MOUNTAIN INT CTR	2,095	2,007	2,375	2,377	2,360	1,416	2,290	2,053	2,090	2,022	2,161	6.87%	12,895	13,631	14,412	14,453	14,674	6,959	12,690	12,120	6,370	6,432	6,533	1.57%	
POWELL VISITOR CTR	480	482	163	393	368	341	322	216	406	846	352	-58.39%	4,835	4,265	956	1,970	3,233	2,254	2,988	2,328	1,168	2,689	1,406	-47.71%	
MEETEETSE VISITOR CTR	680	651	678	602	52	287	207	858	901	610	517	-15.25%	3,329	4,052	3,761	2,972	1,692	1,291	1,826	4,094	2,029	2,942	2,080	-29.30%	
BB DAM VISITOR CTR	11,438	15,074	9,363	9,998	11,989	7,726	9,132	12,614	13,322	13,256	12,288	-7.30%	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

Quintin Blair reported that WOT met on October 15, and their next board meeting will be held at the Wyoming Tourism & Hospitality Fall Summit. Their focus right now is Diane Shober's departure. Governor Gordon has interviewed candidates but has not announced his choice.

YELLOWSTONE REGIONAL AIRPORT UPDATE

Aaron Buck was not present to give an update.

OLD BUSINESS

NOVEMBER 20 FALL BOARD RETREAT

John Parsons announced to the board that the PCTC Fall Board Retreat would be held on November 20 at the Heart Mountain Interpretive Center in the Mineta-Simpson Institute. This will be an all-day meeting.

NEW BUSINESS

EVENT SPONSORSHIP REQUESTS

Yellowstone Regional Airport requested \$2,000.00 for Run the Runway, October 18, 2025.

The request was denied because YRA did not submit a follow-up report for their FY25 event and therefore still has PCTC sponsorship money to use.

Festival of Trees requested \$1,000.00 for their events, November 28 – December 6, 2025.

Jill Hartmann motioned, seconded by Quintin Blair, to award Festival of Trees \$500.00 for their events, November 28 – December 6. Motion passed unanimously.

The Cody Snowmobile Association requested \$1,500.00 for the 2026 Avalanche Training, January 9-10, 2026.

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GOOD OF THE ORDER

John Parsons brought up the Wyoming Christmas Carol, a movie that will be filmed in and around Cody.

Toby Bonner announced that the Powell ice skating rink will be open this year depending on weather.

ADJOURN

Quintin Blair motioned to adjourn to meeting. Motion passed unanimously.
The meeting adjourned at 10:53 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

11/20/2025