

**PARK COUNTY TRAVEL COUNCIL  
MONTHLY MEETING  
THURSDAY, MAY 16, 2024  
HOLIDAY INN – CODY, MAIN BALLROOM  
CODY, WY  
1:30 P.M.**

**PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING**

**PRESENT:** John Parsons, Emily Swett, Christine Gleason, Mike Darby, Rick Hoeninghausen (Zoom), Ruffin Prevost, Quintin Blair, Jill Hartmann and Chris Guyer

**ABSENT:** John Wetzel

**OTHER ATTENDEES:** Ryan Hauck, Amanda Keyes, Bob Richard, Aaron Buck (YRA) and Matt Skinner (Zoom)

**MOTIONS APPROVED**

1. Mike Darby motioned, seconded by Quintin Blair, to accept the agenda. Motion passed unanimously.
2. Quintin Blair motioned, seconded by Mike Darby, to approve the April 18, 2024 meeting minutes as presented. Motion passed unanimously.
3. Quintin Blair motioned, seconded by Emily Swett, to approve the May bills as presented. Motion passed unanimously.
4. Jill Hartmann motioned, seconded by Christine Gleason, to approve the estimated June bills as presented. Motion passed unanimously.
5. Quintin Blair motioned, seconded by Jill Hartmann, to table the 2024 Cody Romance Roundup sponsorship request until the July meeting to request more information. Motion passed unanimously.
6. Jill Hartmann motioned, seconded by Quintin Blair, to award City of Cody Parks & Recreation \$700.00 for the 2024 Concerts in the Park, July 11 – August 15, 2024. Motion passed unanimously. \$375.00 will come out of the FY2024 budget and \$325.00 will come out of the FY2025 budget.
7. Quintin Blair motioned, seconded by Jill Hartmann, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 2:42 p.m.

**CALL TO ORDER**

Chairman, John Parsons called the meeting to order at 1:30 p.m.

**APPROVAL OF AGENDA**

Mike Darby motioned, seconded by Quintin Blair, to accept the agenda. Motion passed unanimously.

**APPROVAL OF APRIL 18, 2023 MEETING MINUTES**

Quintin Blair motioned, seconded by Mike Darby, to approve the April 18, 2024 meeting minutes as presented. Motion passed unanimously.

**REPORTS TO COUNCIL**

**AIR SERVICE UPDATE**

Matt Skinner, CEO of Global Flight Solutions, gave an update on the air service now offered at Yellowstone Regional Airport as well as what the airport is capable of handling.

**POLITICAL ACTION COMMITTEE (PAC) UPDATE**

John Parsons updated the board on the PAC; committee, timeline and progress.

## EXECUTIVE DIRECTOR REPORT

### **PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:**

I attended the International Roundup put on by the Great America West from May 18-23 in Casper, WY. For the second year in a row, this show was sold out. During my time there I met with 43 international receptive operators and buyers from across 13 countries, attended numerous networking events including the famous "Buckle Club" event, and presented to our international reps our new and notable additions. Cody Yellowstone had a great showing this year with 5 partners attending the conference.

We had a very successful Dusty Tuckness premier at both the Buffalo Bill Center of the West and in Meeteetse at the new Payne Art Gallery. Combined we saw over 200 attendees. This was an important part of the Dusty Tuckness Web Series marketing launch as we had most participants sharing and engaging with these videos exposing them to a much larger audience than we could have done on our own. There was also a strategic local awareness aspect to these two events showcasing the amazing work our organization is doing.

Andy MacLellan, with Verb Interactive, and I went through the entire plan for the increased Verb budget over FY25. Some of the highlights were a completely redone website with AI integrations and a refreshed look, pushing the Dusty Tuckness Web Series through multiple platforms, continued pursuit with strategic brand partnerships, asset collection, community programs, a strong partnership with the Calgary Stampede Rodeo in 2025, OTT + streaming campaigns with iHeart, implementing more traditional advertising with a billboard refresh and print like Conde Nast, and continuing to build up to the 2026 July 4<sup>th</sup> celebration.

I was on the Cody Chamber of Commerce Executive Director hiring committee which included reviewing over 30 applications, interviewing seven first-round applicants, hosting a community reception where locals and members could meet the last three finalists, and finally hiring what the community and committee felt was the best choice. Jennifer Thoma was selected as the CCCC ED and will officially begin on May 20.

I attended IPW in Los Angeles from May 3-8. During this time I attended 3 offsite networking events and met with over 70 international buyers. Wyoming had a fantastic showing to this show with two state reps, three DMOs, and three partners. This continues to be an amazing show for us as it is the 2<sup>nd</sup> largest tourism show in the world and demand for our area remains to be high.

The Women's Hiking Retreat in brand partnership with Hikerkind is underway as of May 13. This workshop is sold out and is producing some amazing creative for us. We are also being featured across our own platforms, two influencer platforms and Hikerkind's platforms. Final numbers from this workshop will be available in the coming weeks.

After a recommendation of County appointee, Ruffin Prevost, we have secured Bears in the Basin on <https://www.geocaching.com/play/search>. This opens up our audience to an additional 3 million and will be an evergreen program that highlights the 19 bears throughout the county.

I presented to the county commissioners regarding increasing our air service with matching funds for a minimum revenue guarantee. Seeing promising remarks from Delta through our air service consultant, it is looking like SLC will be the first one we will be able to secure. The MRG should be around \$400,000 based on other MRGs in Wyoming. I should hear back from Chairperson Overfield in the middle of next month.

I attended the 250th-anniversary meeting at the BBCW with representatives from all over the state, including governor-appointed representatives. There will be close to \$2mil available through Wyoming State Parks with qualifying ideas and events still being decided. There will also be a Capitol event in Cheyenne that will have a strong focus from the committee and Governor Gordan's office.

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

5/20-5/23 – Final Interviews for the Brand Content Creator & Coordinator position

5/27 – Memorial Day – PCTC Office Closed

5/29 – Photo Quest Attendees Arrive

5/30 - Society of American Travel Writers Western Chapter Conference Welcome Reception – K3 GR

6/2 - Society of American Travel Writers Western Chapter Conference Closing Reception – BBCW

6/7 – Bears in the Basin Ribbon Cutting & Shotgun Start – 10am Powell | 12pm Cody | 2pm Meeteetse

6/14 – DDF Grant Funds Project Proposals Due

6/20 – DDF Grant Funds Project Proposals Sent to Board Members

6/19-6/23 – DMA West CEO Summit – Cheyenne, WY

6/19-6/25 – Sam Shepherd Influencer Campaign

## APRIL STATS – MONTH RECORD

ATTRACTION/ENTITY	Apr-14	Apr-15	Apr-16	Apr-17	Apr-18	Apr-19	Apr-20	Apr-21	Apr-22	Apr-23	Apr-24	Change	Ytd 14	Ytd 15	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	Ytd 23	FY2024	Change
ODY VISITOR CTR WALK INS	3,506	3,213	NA	NA	NA	3,229	235	3,106	2,690	3,348	696	-79.21%	7,415	8,056	#VALUE!	#VALUE!	#VALUE!	9,497	5,096	8,260	8,285	10,461	59,698	26.26%
NQUIRIES / ADVERTISING	7,983	15,362	6,018	5,234	8,304	2,097	1,612	3,303	1,503	3,371	3,155	-6.41%	20,000	27,456	15,190	12,094	14,358	5,693	9,676	9,550	7,538	17,872	26,598	137.09%
/G DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	NA	158	527	564	432	194	-55.09%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	1,835	2,015	2,231	1,617	1,879	-27.52%
NQUIRIES AAAVC/MISC	332	15,635	17,710	15,529	947	4,398	0	3,895	2,625	0	180	#DIV/0!	20,402	23,580	24,347	26,721	27,187	22,383	22,960	26,685	30,975	38,520	56,080	24.36%
CTC WEBSITE VISITS	19,770	16,639	15,510	32,475	66,200	41,351	10,068	44,448	42,167	99,074	58,764	-42.71%	58,962	52,949	46,583	93,500	146,307	121,066	81,884	139,443	170,517	244,308	647,494	43.27%
CTC WEBSITE CONVERSIONS	NA	NA	NA	1,700	1,112	1,160	723	1,847	9,627	3,133	5,169	64.99%	#VALUE!	#VALUE!	#VALUE!	6,416	4,975	3,125	7,147	7,944	36,854	9,689	109,188	-73.71%
3B CENTER OF THE WEST	1,855	2,731	2,257	3,054	3,461	3,012	0	3,930	3,440	2,644	3,137	18.65%	4,776	7,012	5,897	7,129	8,873	7,166	3,150	9,481	10,355	7,278	114,015	-29.72%
YELLOWSTONE PARK - VEHICLES	31,356	46,600	59,253	45,095	37,766	48,150	0	67,508	79,328	69,247	71,784	3.68%	105,145	132,069	149,125	130,785	123,949	142,394	66,943	175,354	207,772	190,717	3,328,519	-8.21%
EAST ENTRANCE - VEHICLES	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	350	457	498	485	535	584	675	1,222	975	920	340,326	-5.64%
NE ENTRANCE - VEHICLES	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	0	0	0	0	0	0	0	0	0	0	194,471	#DIV/0!
N ENTRANCE - VEHICLES	18,997	22,501	27,236	23,543	18,466	24,299	0	34,099	40,081	43,562	40,867	-6.19%	59,039	77,364	80,635	77,992	62,256	71,638	68,726	106,849	128,304	125,552	776,065	-2.14%
W ENTRANCE - VEHICLES	12,359	24,099	32,018	21,617	19,301	23,851	0	33,409	39,246	25,685	30,916	20.37%	35,302	44,962	58,382	61,324	50,306	45,662	21,005	62,441	72,031	56,713	1,452,620	-21.27%
S ENTRANCE - VEHICLES	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	10,454	9,240	9,611	12,861	10,853	6,174	7,817	4,842	6,461	7,532	565,037	16.58%
RA ENPLANEMENTS	2,099	2,053	2,120	2,160	2,391	1,879	94	1,840	3,024	2,620	2,561	-2.25%	7,620	7,927	8,293	7,593	8,223	7,379	5,269	5,006	9,746	9,189	27,929	-5.72%
HEART MOUNTAIN INT CTR	566	601	581	745	363	345	15	254	291	250	293	17.20%	1,200	1,158	1,673	1,685	1,257	1,333	577	802	1,079	885	8,418	-17.98%
OWELL VISITOR CTR	300	520	404	44	114	344	2	314	278	236	637	169.92%	980	1,415	1,286	256	312	1,087	771	1,015	985	652	4,879	-33.81%
MEETEETSE VISITOR CTR	116	169	198	182	138	133	0	110	437	119	38	-68.07%	551	668	708	651	649	542	488	654	1,450	1,014	2,860	-30.07%

## ADMINISTRATIVE/FINANCIAL REPORTS

### LODGING TAX REPORT

Emily Swett reported that the total lodging tax collections for the month of April were up \$15,900.60 (+33.93%) and up \$883,020.07 (+35.42%) for the year.

### ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$205.25 for April Dental Insurance; Mountain Health Co-op in the amount of \$4061.21 for April Health Insurance; Jay Moody in the amount of \$1,000.00 for bookkeeping; Powell Tribune in the amount of \$360.00 for legal ads; The Way West Management in the amount of \$2,000.00 for rent and \$309.31 for utilities; TCT in the amount of 275.45 for phone/internet; Canon in the amount of \$159.30, Office Shop in the amount of \$283.55 and 360 Office Solutions in the amount of \$99.68 for printer/copier/scanner/paper; Big Horn Water in the amount of \$59.00 for water; FP Mailing Solutions in the amount of \$102.80 for postage machine; Sarah Chadd in the amount of \$240.00 for cleaning; and 360 Office Solutions in the amount of \$36.36 and Master Card – Amazon in the amount of \$202.62 for admin needs. Administrative bills totaled \$9,394.53.

### REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$295,738.77 for April expenses; and Cody Country Chamber in the amount of \$9,577.96 for visitor center. Requests for payment totaled \$305,316.73.

Quintin Blair motioned, seconded by Emily Swett, to approve the May bills as presented. Motion passed unanimously.

Estimated June Payables - Admin ~ \$34,645, Unified ~ \$300,5000, Grants ~ \$90,530

Jill Hartmann motioned, seconded by Christine Gleason, to approve the estimated June bills as presented. Motion passed unanimously.

## **OLD BUSINESS**

### PCTC INVOLVEMENT WITH OUTDOOR RECREATION STUDY

John Parsons discussed the Outdoor Recreation Study and requested from the board some guidance for Ryan on the topic. The board encouraged Ryan to meet with Robin Hoover from Yellowstone Country, MT to make a plan moving forward.

## **NEW BUSINESS**

### SPONSORSHIP REQUESTS

Cody Romance Roundup requested \$500.00 for their 2024 event, August 10, 2024.

Quintin Blair motioned, seconded by Jill Hartmann, to table the 2024 Cody Romance Roundup sponsorship request until the July meeting to request more information. Motion passed unanimously.

City of Cody Parks & Recreation requested \$700.00 for the 2024 Concerts in the Park, July 11 – August 15, 2024.

Jill Hartmann motioned, seconded by Quintin Blair, to award City of Cody Parks & Recreation \$700.00 for the 2024 Concerts in the Park, July 11 – August 15, 2024. Motion passed unanimously. \$375.00 will come out of the FY2024 budget and \$325.00 will come out of the FY2025 budget.

### **GOOD OF THE ORDER**

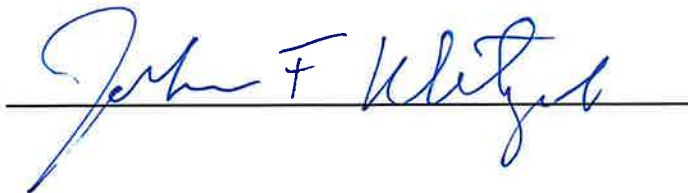
No Good of the Order.

### ADJOURN

Quintin Blair motioned, seconded by Jill Hartmann, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 2:42 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

