

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, AUGUST 15, 2024
HOLIDAY INN AT BUFFALO BILL VILLAGE
CODY, WY
2:00 P.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: Emily Swett (Zoom), Christine Gleason, Michael Darby, Ruffin Prevost (Zoom), Quintin Blair, Jill Hartmann and Chris Guyer

ABSENT: John Parsons, John Wetzel and Rick Hoeninghausen

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes and Jennifer Thoma

MOTIONS APPROVED

1. Quinton Blair motioned, seconded by Emily Swett, to accept the agenda. Motion passed unanimously.
 2. Mike Darby motioned, seconded by Quintin Blair, to approve the July 18, 2024 meeting minutes. Motion passed unanimously.
 3. Jill Hartmann motioned, seconded by Chris Guyer, to approve the July payables. Motion passed unanimously.
 4. Quintin Blair motioned, seconded by Emily Swett, to have Ryan Hauck approach HUB International to bond all members of the Executive Committee by position, not name for \$5,000.00. Motion passed unanimously.
 5. Quintin Blair motioned, seconded by Jill Hartmann, to adjourn to meeting. Motion passed unanimously.
- The meeting adjourned at 2:49 p.m.

CALL TO ORDER

Secretary, Christine Gleason called the meeting to order at 2:00 p.m.

APPROVAL OF AGENDA

Quinton Blair motioned, seconded by Emily Swett, to accept the agenda. Motion passed unanimously.

APPROVAL OF JULY 18, 2024 MEETING MINUTES

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

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Christine Gleason reported that the total lodging tax collections for the month of July were up \$138,278.00 (19.68%) and up \$138,278.00 (19.68%) for the year.

ADMINISTRATIVE BILLS:

Cody Yellowstone Staff in the amount of \$24,531.29 for July Payroll; Delta Dental in the amount of \$334.05 for August Dental Insurance; Allied Benefit System in the amount of \$8,164.88 for August and September Health Insurance; Beam Insurance Admin. in the amount of \$58.07 for August Eye Insurance; Jay Moody in the amount of \$1,000.00 for bookkeeping; Cody Enterprise in the amount of \$201.60 for legal ads; Print, Inc. DBA Powell Tribune in the amount of \$224.49 for legal ads; The Way West Management in the amount of \$2,000.00

for rent and \$371.64 for utilities; TCT in the amount of \$275.45 for phone/internet; Canon in the amount of \$159.30 and Office Shop in the amount of \$145.07 for printer/copier/scanner/paper; Big Horn Water in the amount of \$40.00 for water; Sarah Chadd in the amount of \$240.00 for cleaning; and Master Card – Moo Printing, Amazon, NameBadge.com and Ace Hardware in the amount of \$421.85 for Admin Needs. Administrative bills totaled \$40,167.69.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$208,964.11 for July expenses; Cody Country Chamber in the amount of \$14,337.33 for visitor center expenses; Powell Economic Partnership in the amount of \$5,000.00 for visitor center staffing; and Old Trail Town in the amount of \$5,017.50 for FY2025 Marketing. Requests for payment totaled \$233,318.94.

MOTIONS TO APPROVE PAYABLES

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

BONDING ENTIRE EXECUTIVE TEAM

Quintin Blair motioned, seconded by Emily Swett, to have Ryan Hauck approach HUB International to bond all members of the Executive Committee by position, not name for \$5,000.00. Motion passed unanimously.

REPORTS TO THE COUNCIL

EXECUTIVE DIRECTOR REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

Mona Mesereau and I held our annual summer press trip including the following participants Anna Staropoli, Ashlee Fechino, Jennifer Coleman, and Trudy Saunders. These press participants represented a number of amazing publications and websites including AARP, NewsBreak, Travel + Leisure, Atlas Obscura, Fodor's Inside Era, Matador Network, MSN, The Associated Press Wire, The Happiness Function, Cheerful Cook, Coleman Concierge, Seasonal Cravings, and much more. We visited nineteen partners, featured our TravelStorys and scenic byways, our foodie and agritourism scene, as well as a number of amazing authentic western experiences. The entire group was overly impressed and Mona and I expect to see some great coverage out of this group in the future.

Mona and I hosted the PBS tv show, Hometown Series. The hosts Jacob Dellinger and Josh Deel had two scheduled interviews a day, along with "man on the street"-type interviews that all circle back to the Hometown Roots theme. In total, they interviewed six scheduled interviews, around twelve impromptu interviews, and visited ten of our local partners. Hometowns will air a 30-minute full episode featuring only Cody Yellowstone sometime this calendar year. The series is expanding beyond Appalachia, and Cody is one of the first destinations to be featured. Programs go out on Facebook/YouTube and are under the PBS app, with 100K+ views.

We have decided to make a major shift internally with our DAM and UGC software. We will be moving forward with SnapSea which will be replacing both Dropbox and Crowdriff. Not only will this save us over \$15,000 annually but will also enhance our workflow by allowing for us to take advantage of some new AI technologies. We will also be able to share more up-to-date assets with our industry partners to enhance their marketing efforts as well.

Robin Hoover, the Executive Director for Yellowstone Country, has been an amazing partner during the Outdoor Recreation (The Plug) Study. After the final presentation on August 20, we will continue to work closely together in pursuit of a positive solution. We will produce a joint press release, reach out to our state officials, involve ourselves with discussions on both sides of the issue, and work together to have a unified

front on the solution. I am having Verb and the Mesereau's take the lead on what we need to do, with Robin's approval on everything.

Continuing to work within the Wyoming Shooting Complex Committee, our dedicated funds are starting to come up in discussions. Shot Show, the largest gun show in the world, will be a significant event for us more than ever. A booth space four times the size the BBCW will be secured, 5,000 bags promoting the shooting complex and our destination will be prepackaged and passed out, and more Park County representatives will be attending than ever before. A PCTC representative will need to attend this year to seek match coordinators and other group to bring to the complex, seek out qualified agencies to run the marketing, sales and PR, and make connections with influential people in the industry.

All Department of Audit and FY24 Jim Reilly audit tasks have been completed. The in-person audit will take place August 19-20 which will complete what we need to do for FY24.

I held a site visit for the American Cup coordinators, Terry and Faith Selk. After visiting our destination, they have awarded is the 2025 10th Anniversary American Cup. In order to pull this off and showcase our destination using the American Cup format, we will be doing this in partnership with Visit Billings. This will bring international and domestic media, tour operators, receptive and other DMOs to Cody and Billings for five days in either late August or early September producing around four hundred room nights.

The final pieces of our new campaign WILD Forever will be complete including the website, newsletter, video campaigns at different lengths and sizes, regional ads, and magazine ads. This campaign has produced some incredible results for us including:

July 1 - July 31:

Website Sessions: 100,207; Up 21.0% PoP; Up 4 % YoY

Website Paper Guide Orders: 2,572; Up 3.1% PoP; Up 55.2% YoY

Website Partner Referrals: 10,457; Up 6.8% PoP; Up .9% YoY (marginal, but still up)

The top fifteen partner referrals are attached. The stampede is by far the leader, which aligns with our efforts as we have put a lot of focus on rodeo-centric marketing initiatives and activities, and this is for July when the season was hot. Also, in July we sent 2,853 sessions to the Accommodations landing page, an increase of 69% YoY. We are also seeing success with some key demographics as our top demos to the site and engaging with our content and driving to partners are 55-64, then 65+. In July, the Wild landing page had 98.7K sessions, 84.7K users and 82.8K new users. And traffic to that Wild campaign page came from 65+ and 55-64.

LATE AUGUST – SEPTEMBER TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:

8/19 – Cody Yellowstone Air Once in a Blue Moon 1K & 5K

8/19 – 8/20 – Fiscal Year 2024 Audit

8/20 @ 2pm – Outdoor Recreation Results Presented by RRC via Zoom

8/20 @ 3pm – M&G with new Xanterra Employee, Todd Walton

8/26 – 8/31 – Cody Yellowstone Tour Operator FAM (9 Participants Representing 6 Companies)

9/19 – September Board Meeting

9/23 – 9/27 – American Cup – Long Island, NY

JULY STATS – MONTH RECORD

ATTRACTION/ENTITY	Jul-14	Jul-15	Jul-16	Jul-17	Jul-18	Jul-19	Jul-20	Jul-21	Jul-22	Jul-23	Jul-24	Change	Ytd 14	Ytd 15	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	FY24	FY25	Change
CODY VISITOR CTR WALK INS	24,504	23,211	21,405	NA	21,560	21,188	11,060	19,170	15,666	15,567	15,418	-1.08%	65,237	62,617	#VALUE!	#VALUE!	#VALUE!	61,648	25,676	54,594	53,328	15,567	15,418	-1.08%
VACATION GUIDE REQUESTS	7,594	3,791	10,376	6,505	5,567	5,442	11,085	9,510	1,455	3,150	3,031	-4.98%	43,722	48,441	41,622	33,373	38,143	25,090	39,970	22,500	12,059	3,190	3,031	-4.98%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	NA	829	646	301	252	239	-5.16%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	3,433	3,840	3,824	252	239	-5.16%
VG DIST. AAANC/MISC	3,170	2,345	1,770	1,705	1,295	1,360	50	0	0	0	0	#DIV/0!	27,572	29,252	29,057	30,051	32,137	27,503	27,370	27,215	30,975	0	0	#DIV/0!
PCTC WEBSITE VISITS	37,183	43,598	38,059	60,569	84,501	63,276	59,819	121,839	49,947	96,679	84,733	-12.54%	167,333	175,354	147,834	257,400	384,738	278,693	187,581	415,649	450,563	96,879	84,733	-12.54%
PCTC WEBSITE CONVERSIONS	NA	NA	NA	NA	1,491	1,475	2,813	19,508	628	17,293	27,527	61.49%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	9,146	6,944	12,569	51,867	58,559	17,293	27,527	61.49%
BB CENTER OF THE WEST	44,854	40,057	39,536	40,466	36,155	37,717	24,134	42,476	28,317	30,869	32,217	4.37%	97,373	95,733	92,844	98,570	93,643	69,328	45,422	105,885	87,227	30,869	32,217	4.37%
YELLOWSTONE PARK - VEHICLES	658,867	580,702	595,917	582,404	540,563	536,082	565,645	1,081,062	596,562	969,962	992,352	2.34%	1,943,883	2,277,209	2,428,175	2,316,089	2,299,939	2,254,694	1,800,505	2,069,060	1,664,771	969,892	992,352	2.34%
EAST ENTRANCE - VEHICLES	122,056	135,844	138,771	136,126	116,936	115,599	115,796	125,799	125,795	110,391	101,581	-7.98%	257,169	290,485	295,909	294,732	289,888	253,553	201,234	244,844	200,558	110,391	101,581	-7.98%
NE ENTRANCE - VEHICLES	53,356	58,873	58,030	55,372	53,542	61,798	61,828	81,346	0	60,755	67,162	10.58%	108,369	122,122	126,128	121,740	116,001	127,344	95,210	139,833	40,277	60,755	67,162	10.58%
N ENTRANCE - VEHICLES	143,173	164,170	162,412	156,274	160,177	150,207	161,217	189,701	0	177,566	202,297	13.68%	377,794	444,294	460,508	453,458	437,606	433,599	326,153	560,985	331,306	177,566	202,297	13.68%
W ENTRANCE - VEHICLES	346,275	412,136	425,713	397,295	399,478	404,236	409,096	498,312	362,012	444,773	442,031	-0.62%	781,273	966,804	1,066,947	967,438	1,021,269	1,002,687	683,132	1,187,740	972,920	444,773	442,031	-0.62%
S ENTRANCE - VEHICLES	193,998	209,879	213,990	214,338	208,429	204,227	217,505	185,009	146,967	175,818	179,262	1.90%	419,079	465,872	468,689	480,562	477,526	458,975	355,682	445,039	367,930	175,818	179,262	1.90%
YRA ENPLA NEMENTS	3,999	4,240	5,962	5,919	5,796	6,520	2,667	6,275	3,734	3,164	4,611	45.73%	17,760	18,546	22,044	21,820	22,577	21,671	9,174	19,271	22,336	3,164	4,611	45.73%
HEART MOUNTAIN INT CTR	2,770	2,361	3,599	3,354	3,369	4,175	1,970	3,222	2,877	2,140	2,461	14.53%	7,678	7,924	9,331	9,104	9,658	9,957	3,819	7,693	8,117	2,140	2,461	14.53%
POWELL VISITOR CTR	406	815	350	118	538	526	258	453	375	381	978	156.69%	2,360	3,696	3,311	660	1,160	2,494	1,666	2,265	1,911	361	978	156.69%
MEET GETSE VISITOR CTR	856	575	936	662	662	281	237	285	497	564	1,109	96.63%	2,454	2,067	2,522	2,223	1,686	1,413	801	1,391	2,807	564	1,109	96.63%
BB DAM VISITOR CTR	24,672	21,862	22,587	28,102	21,466	20,750	11,756	20,254	16,136	21,766	21,533	-1.16%	48,193	47,681	49,447	59,511	50,343	44,774	22,180	46,846	43,070	21,766	21,533	-1.16%
CODY NITE RODEO/STAMPEDE	29,936	31,200	30,168	29,233	30,002	45,996	25,524	54,358	46,051	47,311		-100.00%	53,253	61,027	60,718	55,007	56,219	71,655	31,155	93,126	92,751	47,311	0	-100.00%

Jennifer Thoma, Cody Country PAC leader, gave the board an update on fundraising and timeline.

WYOMING OFFICE OF TOURISM

Quintin Blair did not have anything to report.

YELLOWSTONE REGIONAL AIRPORT

Aaron Buck was not available.

NEW BUSINESS

SPONSORSHIP REQUESTS

Cody Wild West River Fest requested \$2,000.00 for their event, August 9-10, 2024.

Request was denied because it was submitted too late (July 18, 2024).

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

John Wetzel motioned, seconded by Quintin Blair, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 11:16 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

9/16/2024