

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, JULY 18, 2024
PARK COUNTY TRAVEL COUNCIL BOARD ROOM
CODY, WY
9:30 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: John Parsons, John Wetzel, Emily Swett, Christine Gleason, Michael Darby, Ruffin Prevost, Quintin Blair, Jill Hartmann and Chris Guyer

ABSENT: Rick Hoeninghausen

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes and Jennifer Thoma

MOTIONS APPROVED

1. Mike Darby motioned, seconded by Quintin Blair, to accept the agenda. Motion passed unanimously.
 2. Emily Swett motioned, seconded by Quintin Blair, to move into the FY2025 Budget Public Hearing. Motion passed unanimously.
 3. John Wetzel, seconded by Mike Darby, motioned to exit the Public Hearing and move back into the regular meeting. Motion passed unanimously.
 4. Quintin Blair motioned, seconded by Emily Swett, to approve the May 16, 2024 meeting minutes. Motion passed unanimously.
 5. Jill Hartmann motioned, seconded by Quintin Blair, to approve the FY2025 Budget as advertised. Motion passed unanimously.
 6. John Wetzel motioned, seconded by Emily Swett, to approve the June payables. Motion passed unanimously.
 7. Ruffin Prevost, seconded by Quintin Blair, motioned to approve the July payables. Motion passed unanimously.
 8. Quintin Blair, motioned, seconded by John Wetzel, to award Plaza Diane \$1,525.00 for the 2024 Plaza@5:30 Music Series, June 12, 20, 27 and July 11, 18, 2024. Motion passed unanimously.
 9. John Wetzel motioned, seconded by Jill Hartmann, to award Powell Legion Baseball Board of Directors \$3,000.00 for the Wyoming American Legion Baseball A State Tournament, July 26-31, 2024. Motion passed unanimously.
 10. Ruffin Prevost motioned, seconded by John Wetzel, to award Cody Romance Roundup \$300.00 with a stipulation that \$150.00 be used for immediate digital advertising for the 2024 Cody Romance Roundup, August 10, 2024. Motion passed unanimously.
 11. Quintin Blair motioned, seconded by Jill Hartmann, to award Plaza Diane \$1,825.00 for the 2024 Plaza Palooza Summer Arts Festival, August 10, 2024. Motion passed unanimously.
 12. Quintin Blair motioned, seconded by John Wetzel, to award CYAIR \$2,500.00 for the 2024 Run the Runway, August 19, 2024. Motion passed unanimously.
 13. John Wetzel motioned, seconded by Jill Hartmann, to award Plaza Diane \$2,200.00 for Sample the Season/Christmas Fest, November 21, December 6-7, 2024. Motion passed unanimously.
 14. Ruffin Prevost motioned, seconded by Chris Guyer, to award Yellowstone Regional Airport \$1,000.00 for the 2024 Santa Fly-in, November 27, 2024. Motion passed unanimously.
 15. John Wetzel motioned, seconded by Quintin Blair, to adjourn to meeting. Motion passed unanimously.
- The meeting adjourned at 11:16 a.m.

CALL TO ORDER

Chairman, John Parsons called the meeting to order at 9:30 a.m.

APPROVAL OF AGENDA

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

OLD BUSINESS

EAST YELLOWSTONE VALLEY CHAMBER OF COMMERCE FY2025 GRANT DISCUSSION

The board discussed the East Yellowstone Valley Chamber of Commerce's (EYVCC) FY25 grant application and attachments. The decision was made that Chairperson, John Parsons, will meet with EYVCC members to discuss two options to move forward with.

PUBLIC BUDGET HEARING

Emily Swett motioned, seconded by Quintin Blair, to move into the FY2025 Budget Public Hearing. Motion passed unanimously.

The Public Hearing for FY2025 Budget opened at 10:00 a.m. with Chairman John Parsons presiding. No comments were presented.

Chairman John Parsons closed the Public Hearing at 10:02 a.m.

John Wetzel, seconded by Mike Darby, motioned to exit the Public Hearing and move back into the regular meeting. Motion passed unanimously.

APPROVAL OF MAY 16, 2023 MEETING MINUTES

Quintin Blair motioned, seconded by Emily Swett, to approve the May 16, 2024 meeting minutes. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Emily Swett reported that the total lodging tax collections for the month of June were up \$13,479.00 (6.73%) and up \$915,084.35 (33.47%) for the year.

ADOPT FY2025 BUDGET

Jill Hartmann motioned, seconded by Quintin Blair, to approve the FY2025 Budget as advertised. Motion passed unanimously.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$269.65 for June Dental Insurance; Wyoming Department of Workforce Services in the amount of \$3,282.65 for Worker's Compensation; Jay Moody in the amount of \$1,000.00 for bookkeeping; HBI Insurance Services in the amount of \$4,339.43 for liability insurance; The Way West Management in the amount of \$2,000.00 for rent and \$324.07 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 \$55.87 and Master Card – Amazon in the amount of \$58.22 for printer/copier/scanner/paper; Big Horn Water in the amount of \$19.00 for water; Sarah Chadd in the amount of \$240.00 for cleaning; Amanda Keyes in the amount of \$45.46, Wyoming Fires Safety, LLC in the amount of \$50.00 and Master Card – Amazon, Walmart and Capital One Annual Fee in the amount of \$864.05 for administrative needs. Administrative bills totaled \$12,983.15.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$486,157.84 for June expenses; and Cody Country Chamber in the amount of \$64.69 for visitor center. Requests for payment totaled \$486,222.53.

MOTIONS TO APPROVE PAYABLES

John Wetzel motioned, seconded by Emily Swett, to approve the June payables. Motion passed unanimously.

Ruffin Prevost, seconded by Quintin Blair, motioned to approve the July payables. Motion passed unanimously.

FINAL REVIEW OF FY2024 BUDGET

Ryan Hauck reviewed the final budget numbers with the board. He reported that we ended the fiscal year with \$31,214.058 remaining.

REPORTS TO THE COUNCIL

EXECUTIVE DIRECTOR REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

We hosted the 2024 Society of American Travels Writers Western Chapter Conference. This was hugely successful with 50 participants (sold out), numerous posts on social media giving us over 40K impressions throughout three platforms, over 35 partners and locations experienced, and over 10 stories already produced in regional and national publications with additional videos, vlogs, and blogs, with much more to come within the year.

Grant award letters were sent out in early June to the three visitor centers, East Yellowstone Valley Chamber of Commerce, and eight attractions. In total, we awarded \$454,021.50 to these entities.

I have held trainings for each visitor center in Cody, Powell and Meeteetse. We reviewed how to interact with travelers, informed them of the county's new and notable attractions, experiences, and anniversaries, updated them on happenings in Yellowstone and around the county that will affect travel, and reviewed our 2024 Adventure guide along with our four brochures.

On June 7, the PCTC staff held ribbon cuttings in all three of our communities for the new family search and find, Bears in the Basin. These were well attended, brought awareness to the program, and helped us start the successful launch of the program. So far, we have had 423 redemptions with this pass.

Jennifer Thoma, the new Cody Country Chamber Director, has done a fantastic job running the Lodging Tax PAC. She has held numerous meetings with the committee, has sent out fundraising letters, and is now getting marketing material prepared for launch after the primaries.

I attended the OneWest CEO Summit in Cheyenne June 19-22 along with 100 other CEOs around the western US. This continues to be a great option for me to develop professionally and learn from other destinations on how to progress our office's efforts.

I spoke alongside Matt Hall, James Klessens, Bruce Sauers, Glenn Ross, Lee Livingston, Danny Michael and Julie Golob to the Wyoming Shooting Complex Task Force in Casper on July 24 against Gillette, Casper, and Cheyenne. I presented information about our destination specifically our accommodations, workforce, restaurants, and general destination information. We were successful in our presentation and are now in the final round against only Gillette. This final round includes a site visit from the task force on July 15, and answering several questions that they need further explanation on. A final decision of who will be awarded the Wyoming Shooting Complex and \$10M will be announced by the end of this month.

I have applied for our \$600,000 Destination Development Funds through the state and attorney general's office. We should be approved along with the funds sent our way by the end of this month.

We have had numerous production crews here over the last month including KUTV with the Summer Road Trippin' campaign, Go USA TV (premier streaming channel featuring travel programming about the USA carrying more than 160 hours of shows, including 47 series and seven feature films, covering every state and

territory in the USA.), a Netflix show called the United Arch Project featuring the designer of the Yeezy shoe line, and the TV show Outlast for a site visit.

The PBS Series “Hometowns” will be here August 8-12. The hosts have two scheduled interviews a day, along with “man on the street”-type interviews that all circles back to the Hometown Roots theme. Hometowns will air a 30-minute full episode featuring only Cody Yellowstone. 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.

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

- 7/22 – Carson Rapsilver’s First Day
- 7/22 – 7/26 – American Cup Site Visit
- 7/22 – 7/26 – Verb FAM
- 7/23 – Ryan OOO – Explore Kirwin for American Cup Site Visit
- 7/25 – 7/27 – Heart Mountain Pilgrimage - Grand Opening: Mineta-Simpson Institute
- 7/30 – Final Report for the Outdoor Recreation Study
- 8/1 – 8/2 – Ryan OOO – PTO
- 8/5 – 8/9 – Summer Press Trip (4 Media and Mona Mesereau)
- 8/8 – 8/12 – PBS Hometowns
- 8/10 – 8/14 – Katrina and Carson OOO – ESTO – Columbus, OH
- 8/19 – Cody Yellowstone Air Once in a Blue Moon 1K & 5K
- 8/19 – 8/20 – Fiscal Year 2024 Audit
- 8/26 – 8/31 – Cody Yellowstone Tour Operator FAM (9 Participants Representing 6 Companies)

JUNE STATS – MONTH RECORD

ATTRACTION/ENTITY	Jun-14	Jun-15	Jun-16	Jun-17	Jun-18	Jun-19	Jun-20	Jun-21	Jun-22	Jun-23	Jun-24	Change	Ytd 14	Ytd 15	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	Ytd 23	FY2024	Change
CODY VISITOR CTR WALK INS	22,009	19,860	18,123	21,322	19,583	20,359	7,332	18,105	18,370	16,625	13,225	-20.45%	40,333	39,406	#VALUE!	#VALUE!	#VALUE!	40,463	14,626	35,424	37,672	39,288	90,268	4.29%
INQUIRIES / ADVERTISING	9,678	4,530	8,157	7,521	6,967	6,880	17,203	1,739	1,844	3,645	3,407	-8.53%	36,128	44,650	31,244	28,867	30,576	19,648	28,865	12,990	10,804	25,908	34,154	144.32%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	NA	478	616	496	284	279	-1.76%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	2,604	3,194	3,523	2,310	2,381	-34.43%
INQUIRIES AAA/VC/MISC	1,465	3,025	2,595	990	2,585	2,185	3,480	370	0	450	0	-100.00%	24,402	26,907	27,287	28,986	30,842	26,143	27,320	27,215	30,975	38,970	56,080	25.81%
PCTC WEBSITE VISITS	34,232	38,660	33,651	54,853	86,970	49,040	28,234	94,032	84,254	101,269	79,354	-21.64%	130,150	131,356	111,775	196,461	300,237	213,618	127,762	294,010	401,016	442,307	793,533	10.30%
PCTC WEBSITE CONVERSIONS	NA	NA	NA	NA	1,455	1,156	1,502	17,714	1,064	30,175	25,735	-14.71%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	7,655	5,469	9,786	32,359	57,933	42,662	157,621	-26.36%
BB CENTER OF THE WEST	34,633	33,556	33,243	35,640	34,774	30,457	14,854	38,215	31,433	30,389	29,772	-2.03%	52,519	55,676	53,108	58,114	57,488	51,611	21,288	63,409	57,910	51,440	159,359	-11.17%
YELLOWSTONE PARK - VEHICLES	669,642	780,768	838,316	803,296	810,884	781,853	534,155	938,845	536,757	847,864	914,612	7.87%	1,084,826	1,296,507	1,432,258	1,353,635	1,359,376	1,358,632	644,864	1,587,998	1,268,209	1,493,510	4,765,581	17.77%
EAST ENTRANCE - VEHICLES	95,267	105,795	111,152	114,397	101,527	94,331	67,989	72,889	54,351	93,189	93,319	0.14%	135,113	154,621	160,138	158,806	150,932	137,954	85,436	116,845	74,759	132,401	478,762	77.10%
NE ENTRANCE - VEHICLES	38,511	45,715	48,665	46,069	45,967	47,875	33,582	38,270	20,330	54,833	62,454	13.90%	55,014	63,249	68,096	66,368	62,459	65,551	33,582	58,287	40,277	80,918	282,949	100.90%
N ENTRANCE - VEHICLES	110,381	132,725	132,477	130,867	131,131	126,979	96,210	171,054	79,057	156,565	180,577	15.34%	234,621	280,124	298,094	294,184	277,429	283,392	164,936	391,264	331,306	388,458	1,089,277	17.25%
W ENTRANCE - VEHICLES	272,619	327,755	356,974	331,669	355,112	343,387	253,029	400,508	257,012	387,998	407,367	4.99%	434,998	554,668	631,234	590,143	621,791	598,651	274,034	689,428	610,908	669,669	2,108,726	9.62%
S ENTRANCE - VEHICLES	152,865	168,778	189,048	180,609	177,127	169,281	112,806	185,380	126,012	155,280	170,894	10.08%	225,081	246,193	274,699	266,624	269,097	254,748	147,777	259,430	210,963	221,397	807,866	4.05%
YRA ENPLANEMENTS	3,706	3,681	4,387	4,876	4,907	4,979	834	5,045	4,500	3,138	3,849	22.66%	13,761	14,305	16,082	15,901	16,781	15,151	6,507	12,996	18,602	15,109	34,712	-18.78%
HEART MOUNTAIN INT CTR	2,457	2,345	2,619	2,385	2,775	2,806	1,080	2,624	2,682	2,002	2,307	15.23%	4,908	4,933	5,732	5,750	6,069	5,782	1,849	4,671	5,440	4,322	12,258	-20.55%
POWELL VISITOR CTR	610	895	910	167	198	367	449	429	245	332	1,049	215.96%	1,955	3,080	2,921	538	622	1,878	1,390	1,836	1,536	1,217	6,751	-20.77%
MEETEETSE VISITOR CTR	708	547	617	574	384	350	51	284	356	398	962	141.71%	1,598	1,512	1,614	1,531	1,203	1,132	564	1,106	2,310	1,797	4,115	-22.21%
BB DAM VISITOR CTR	15,851	19,276	19,562	20,453	21,063	16,857	8,802	18,734	18,702	19,573	19,780	1.06%	23,521	25,819	26,860	31,409	28,857	24,024	10,424	26,594	25,472	27,710	28,159	8.70%
CODY NITE RODEO	23,297	29,827	30,550	25,804	26,217	25,660	5,671	38,787	46,700	24,249	33,063	38.35%	23,297	29,827	30,550	25,804	26,217	25,660	5,671	38,787	46,700	24,249	33,063	-48.07%

WYOMING OFFICE OF TOURISM

Quintin Blair reported that Wyoming Office of Tourism had their board retreat in Rock Springs last week and it was a great meeting.

YELLOWSTONE REGIONAL AIRPORT

Aaron Buck was not available.

NEW BUSINESS

DESTINATION DEVELOPMENT FUNDS – COMMUNITY PROJECTS FOR IN-PERSON PRESENTATIONS

Ryan Hauck discussed the decisions the Destination Development Fund Committee had made regarding which Community Project grants they want to move forward to August's in-person presentations.

PARTNERSHIP OPPORTUNITY WITH CODY SHUTTLE - BRAZILIAN TOURISM DELEGATION

Ryan Hauck told the board of an opportunity that had been presented to him by Cody Shuttle. These funds will come out of the Partnerships line item in the budget.

EVENT SPONSORSHIP REQUESTS

Plaza Diane requested \$1,525.00 for the 2024 Plaza@5:30 Music Series, June 12, 20, 27 and July 11, 18, 2024.

Quintin Blair, motioned, seconded by John Wetzel, to award Plaza Diane \$1,525.00 for the 2024 Plaza@5:30 Music Series, June 12, 20, 27 and July 11, 18, 2024. Motion passed unanimously.

Powell Legion Baseball Board of Directors requested \$5,000.00 for the Wyoming American Legion Baseball A State Tournament, July 26-31, 2024.

John Wetzel motioned, seconded by Jill Hartmann, to award Powell Legion Baseball Board of Directors \$3,000.00 for the Wyoming American Legion Baseball A State Tournament, July 26-31, 2024. Motion passed unanimously.

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

Ruffin Prevost motioned, seconded by John Wetzel, to award Cody Romance Roundup \$300.00 with a stipulation that \$150.00 be used for immediate digital advertising for the 2024 Cody Romance Roundup, August 10, 2024. Motion passed unanimously.

Plaza Diane requested \$1,825.00 for the 2024 Plaza Palooza Summer Arts Festival, August 10, 2024.

Quintin Blair motioned, seconded by Jill Hartmann, to award Plaza Diane \$1,825.00 for the 2024 Plaza Palooza Summer Arts Festival, August 10, 2024. Motion passed unanimously.

CYAIR requested \$2,500.00 for the 2024 Run the Runway, August 19, 2024.

Quintin Blair motioned, seconded by John Wetzel, to award CYAIR \$2,500.00 for the 2024 Run the Runway, August 19, 2024. Motion passed unanimously.

Plaza Diane requested \$2,200.00 for the 2024 Sample the Season/Christmas Fest, November 21, December 6-7, 2024.

John Wetzel motioned, seconded by Jill Hartmann, to award Plaza Diane \$2,200.00 for Sample the Season/Christmas Fest, November 21, December 6-7, 2024. Motion passed unanimously.

Yellowstone Regional Airport requested \$1,450.00 for the 2024 Santa Fly-in, November 27, 2024.

Ruffin Prevost motioned, seconded by Chris Guyer, to award Yellowstone Regional Airport \$1,000.00 for the 2024 Santa Fly-in, November 27, 2024. Motion passed unanimously.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

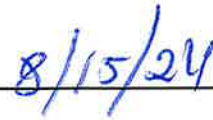
John Wetzel motioned, seconded by Quintin Blair, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 11:16 a.m.

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

A handwritten signature in blue ink, appearing to read "John Wetzel", written over a horizontal line.

Date

A handwritten date "8/15/24" in blue ink, written over a horizontal line.