

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, APRIL 17, 2025
WEBSTER BOARD ROOM
BUFFALO BILL CENTER OF THE WEST
CODY, WY
1:30 P.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: John Parsons, Quintin Blair, Emily Swett, Christine Gleason, Michael Darby, Jill Hartmann, Chris Guyer, Mike Keller, Toby Bonner and Jacob Ivanoff

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes, Ruffin Prevost (Zoom – yellowstonegate.com) and Daniel Rasmussen (Cody Enterprise)

MOTIONS APPROVED

1. Emily Swett motioned, seconded by Jill Hartmann, to accept the revised agenda. Motion passed unanimously.
2. Jill Hartmann motioned, seconded by Quintin Blair, to approve the February meeting minutes. Motion passed unanimously.
3. Mike Darby motioned, seconded by Emily Swett, to approve the March payables as presented. Motion passed unanimously.
4. Quintin Blair motioned, seconded by Mike Keller, to approve the April payables as presented. Motion passed unanimously.
5. Jill Hartmann motioned, seconded by Emily Swett, to award Cody Figure Skating Club \$500.00 for the Cody Spring Classic, April 11-13. Motion passed unanimously.
6. Chris Guyer motioned, seconded by Mike Keller, to award Yellowstone Fire Soccer Association \$2,500.00 for the Cody Shootout Tournament, May 2-4. Motion passed unanimously.
7. Jill Hartmann motioned, seconded by Mike Darby, to award The Barbell Club \$500.00 for the Discipline Through Adversity – Mastermind, June 6-7. Motion passed unanimously.
8. Christine Gleason motioned, seconded by Jill Hartmann, to award the Wyoming Wildlife Foundation \$500.00 for Beer, Bucks & Brookies, June 14. Motion passed unanimously.
9. Jake Ivanoff motioned, seconded by Emily Swett, to award the Stampede Parade Committee \$3,000.00 for the Cody Stampede Parades, July 2-4. Motion passed unanimously.
10. Mike Keller motioned, seconded by Quintin Blair, to award the Cody Shooting Complex \$500.00 for the 2025 Wyoming State Sporting Clays Shoot, July 16-20. Motion passed unanimously.
11. Quintin Blair motioned, seconded by Jill Hartmann, to award the Cody Romance Roundup \$300.00 for their event, August 9. Motion passed unanimously.
12. Quintin Blair motioned, seconded by Mike Darby, to table the sponsorship request from the Wild West Paddle Club until the May board meeting for Ryan to talk to the club to let them know that PCTC will not pay for a concert, and to resubmit an application for advertising. Motion passed unanimously.
13. Toby Bonner motioned, seconded by Emily Swett, to award Devilstone \$500.00 for The Devilstone Run, August 29 – September 1. Motion passed unanimously. Mike Darby recused himself.
14. Toby Bonner motioned, seconded by Jake Ivanoff, to award Cody Legion Baseball \$2,000.00 for the Summer Slam 17U Tourney, June 6-8. Motion passed unanimously. Quintin Blair recused himself.
15. Jill Hartmann motioned, seconded by Quintin Blair, to move into Executive Session. Motion passed unanimously. Executive Session began at 2:03 p.m.
16. Quintin Blair motioned, seconded by Emily Swett, to exit Executive Session. Motion passed unanimously. Executive Session ended at 2:33 p.m.
17. Jill Hartmann motioned, seconded by Emily Swett, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 2:34 p.m.

CALL TO ORDER

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

APPROVAL OF AGENDA

Emily Swett motioned, seconded by Jill Hartmann, to accept the revised agenda. Motion passed unanimously.

APPROVAL OF FEBRUARY 20, 2025 MEETING MINUTES

Jill Hartmann motioned, seconded by Quintin Blair, to approve the February meeting minutes. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Emily Swett reported that the total lodging tax collections for the month of March were up \$4,413.49 (6.02%) and up \$262,738.19 (8.11%) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$402.65 for April Dental Insurance; Allied Benefits in the amount of \$4,082.44 for May Health Insurance; Beam Insurance Admin in the amount of \$58.07 for April Vision Insurance; Jay Moody in the amount of \$1,000.00 for Bookkeeping; Cody Enterprise in the amount of \$285.60 and Powell Tribune in the amount of \$771.26 for Legal Ads; Swelk LLC in the amount of \$2,000.00 for rent and \$365.51 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 \$67.43 for printer/copier/scanner/paper; Big Horn Water in the amount of \$59.00 FP Mailing Solutions in the amount of \$105.55 for Mailing Machine; Kristi Harder in the amount of \$300.00 for cleaning; and Staples in the amount of \$208.62, USPS in the amount of \$7.77 and Master Card – Amazon and Moo Printing in the amount of \$400.76 for administrative needs. Administrative bills totaled \$10,549.41.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$188,636.98 for March expenses; Cody Yellowstone Destination Development Funds in the amount of \$2,265.30 for Destination Development Funds; Cody Country Chamber in the amount of \$12,693.81 for Visitor Center; East Yellowstone Valley Chamber of Commerce in the amount of \$6,012.54; Meeteetse Visitor Center in the amount of \$1,709.43 for Visitor Center Staffing; and Powell Chamber in the amount of \$5,000.00 for Visitor Center Staffing. Requests for payment totaled \$216,318.06.

MOTIONS TO APPROVE PAYABLES

Mike Darby motioned, seconded by Emily Swett, to approve the March payables as presented. Motion passed unanimously.

Quintin Blair motioned, seconded by Mike Keller, to approve the April payables as presented. Motion passed unanimously.

REPORTS TO THE COUNCIL

EXECUTIVE DIRECTOR REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

After partnering with Paramount + directly, Cody Yellowstone currently has ads primarily streaming on 1923 with a video completion rate at 98.68%. This showcases that we are not only reaching a very targeted and qualified audience, but they are actually interested and investing time in the content.

Over the past couple of months, the Verb team and I have been developing an intelligent chatbot with AI through Intercom. After developing the workflow, icons, design, and how the information will be funneled into

our retargeting efforts, we launched in March. We're seeing some good interactions on the chatbot and so far we've had over 100 conversations, and we're gaining valuable insights from the AI questions users are asking. These are already sparking ideas for new itineraries, blog topics, and map content. We're halfway through the month and extremely excited for everything new this is producing for us.

We officially launched the new summer refresh of our current Adrian award-winning campaign, WILD Forever. Since the start of March, we have been running 6sec, 15sec, and 30sec versions on all social media using a combination of paid and organic campaigns within our largest visitor and spending markets, both regionally and nationally. The Summer rollout also included commercial ads in SLC, Denver and the Front Range of Colorado, Billings, Wyoming, and Rapid City.

With an expected drop in Canadian, European, and other international visitors this year, we developed and sent out to all partners a document on how to deal with the uncertainty of travel this summer. Included in this document were initiatives Cody Yellowstone is pursuing to promote the destination this summer and suggestions to help navigate their own well-defined and positive messaging. By identifying the situation for this summer and informing our partners of our efforts and suggested messaging, our hope is to better equip our community on how to capture as much travel to our area during some unprecedented times.

We had our first partner call to kick off the Cody Yellowstone, Xanterra, and Montana's Yellowstone Country COOP. We'll be launching a series of initiatives aimed at encouraging Yellowstone-bound travelers to include Park County, WY in their journey—either before or after visiting the park. We'll be working with influencers and content creators who will highlight all the amazing experiences between Cody and the East Gate entrance. We're also launching a new campaign and dedicated landing page on our website featuring full itineraries tailored for couples and families. These will showcase various places to eat, stay, and explore, with the goal of having visitors spending time (and money!) supporting Cody's local businesses. Partners that responded to the call out email about a month ago will share any special events, offers, or experiences—big or small—that they'd like us to feature on the landing page. We're also collaborating with Yellowstone National Park Lodges to present a seamless travel experience that highlights Cody as an essential part of the Yellowstone trip. Local awareness plays a role in this too. If someone enters a business and refers to this program, we want to make sure you or your employees know what offer they would have seen on the site and can talk about all the benefits of spending time in Cody on your way to or from Yellowstone.

Planning for the 10th Anniversary ACGI, Greens to Geysers, international event is well underway. We will be featuring 10+ of our local partners throughout the event, creating 180 overnights, and highlighting to international and domestic travel/trade/media that we are the destination to see for your Yellowstone vacation.

We are starting off the spring and summer season strong with twelve individual and group FAMs over the next 5 months, bringing over 20 international visitors from the travel/trade industry and multiple high-level press, not including our group press trip in October.

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

April 21 – America's 250th Presentation – City of Powell

April 24 – Buffalo Bill Dam and Visitor Center Presentation

May 4 – Park Day Reception

May 5 – Parks Day Business Meeting / Luncheon

May 5-10 – International Roundup – Rapid City

May 14 – Wyoming Office of Tourism Retreat

- 8:30 a.m. – 12:30 p.m. WOT Board Retreat/lunch at BBCW
- 12:45 – 1:45 p.m. Buffalo Bill Center of the West Tour
- 2:00 p.m. Bus departs BBCW w/ both boards

- 2:30 – 4:00 p.m. Heart Mountain Interpretive Center Tour/activity with Park County Travel & Tourism Board
- 4:00 p.m. Bus departs back to BBCW
- 6:30 p.m. Bus departs Holiday Inn with both boards
- 6:45 – 8:45 p.m. Evening with Park County Travel & Tourism Board in Cody

May 15 - PCTC Grant Hearings / Monthly Board Meeting

May 29 – June 2 – Ryan PTO

MARCH STATS – MONTH RECORD (NEED UPDATED CHART STILL)

ATTRACTION/ENTITY	Mar-15	Mar-16	Mar-17	Mar-18	Mar-19	Mar-20	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25	Change	Ytd 15	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	Ytd 23	FY24	FY25	Change
CODY VISITOR CTR WALK INS	2,240	NA	1,558	2,295	2,199	1,252	1,824	2,444	2,557	2,501	1,543	-38.30%	4,843	#VALUE!	5,125	5,864	6,268	4,861	5,154	5,595	7,113	62,413	54,600	-12.52%
INQUIRIES / ADVERTISING	4,181	4,095	2,520	2,496	1,357	2,717	2,716	1,451	5,127	2,939	7,799	165.36%	12,094	9,172	6,860	6,054	3,596	8,064	6,247	6,035	14,501	23,443	26,581	13.30%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	411	478	500	257	215	53	-75.35%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	1,677	1,488	1,667	1,165	1,685	2,691	59.70%
INQUIRIES AAAVC/MISC	5,395	6,637	11,192	23,890	17,875	5,275	22,790	11,970	1,080	180	0	-100.00%	7,945	6,637	11,192	26,240	17,985	22,960	22,790	28,350	38,520	56,900	69,120	23.65%
PCTC WEBSITE VISITS	11,313	11,252	22,065	42,937	31,644	18,917	39,395	38,212	55,678	55,422	81,703	47.42%	36,310	31,073	61,025	80,107	79,715	71,816	94,995	128,350	145,234	623,066	770,211	23.62%
PCTC WEBSITE CONVERSIONS	NA	1,300	1,600	1,200	852	1,721	1,905	8,989	2,540	2,344	1,838	-21.57%	#VALUE!	4,040	4,716	3,863	1,965	6,424	6,097	27,227	6,556	97,608	120,701	23.66%
BB CENTER OF THE WEST	1,851	1,895	1,724	2,532	1,785	786	3,105	3,961	2,253	3,237	2,940	-9.19%	4,281	3,640	4,065	5,412	4,154	3,150	5,551	6,915	4,634	110,878	107,534	-3.02%
YELLOWSTONE PARK - VEHICLES	22,989	22,924	23,897	22,741	28,698	0	35,611	35,616	30,044	32,862	33,284	1.28%	85,489	89,872	85,690	86,183	94,244	86,943	107,846	128,444	121,470	3,256,735	3,231,298	-0.76%
EAST ENTRANCE - VEHICLES	9	0	6	95	0	0	228	159	240	115	122	6.09%	457	498	485	535	584	675	1,222	975	920	340,326	304,172	-10.62%
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	194,471	213,771	9.92%
N ENTRANCE - VEHICLES	18,511	16,598	23,897	14,703	20,694	25,464	29,148	29,712	24,348	26,302	26,554	0.96%	54,863	53,399	54,449	43,790	47,339	68,726	72,750	88,223	81,990	735,198	793,265	7.90%
W ENTRANCE - VEHICLES	2,682	4,512	16,243	5,891	6,101	4,826	5,062	4,399	4,013	5,206	5,263	1.09%	20,863	26,364	39,707	31,005	21,811	21,005	29,032	32,785	31,028	1,421,704	1,365,056	-3.96%
S ENTRANCE - VEHICLES	1,787	1,814	5,563	2,052	1,900	2,213	1,175	1,346	1,443	1,239	1,345	8.56%	9,240	9,611	12,861	10,853	6,174	7,817	4,842	6,461	7,532	565,037	555,015	-1.77%
YRA ENPLANEMENTS	2,183	2,441	2,038	2,383	1,854	1,189	1,186	2,823	2,359	2,421	2,391	-1.24%	5,874	6,173	5,433	5,832	5,500	5,175	3,166	6,722	6,569	25,368	27,253	7.43%
HEART MOUNTAIN INT CTR	279	426	361	530	462	119	336	412	249	358	262	-28.82%	557	1,092	940	894	988	562	548	788	635	8,125	8,103	-0.27%
POWELL VISITOR CTR	330	352	76	88	283	226	268	248	130	627	444	-29.19%	895	882	212	198	743	769	701	707	416	4,242	4,592	8.25%
MEETEETSE VISITOR CTR	200	168	175	145	73	30	0	218	10	0	306	#DIV/0!	499	510	469	511	409	488	544	1,013	895	2,822	5,777	104.71%
BB DAM VISITOR CTR	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	77,161	77,547	84,356	88,098	77,231	72,578	41,416	75,133	73,367	56,894	52,559	-7.62%
CODY NITE RODEO	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	79,467	93,460	90,891	87,125	84,464	100,290	50,578	121,539	121,106	94,622	60,028	-36.56%

CRISIS PLAN

Ryan Hauck reminded the board that he sent them the information via email. He mentioned that occupancy looks good for right now according the STR report, but other Greater Yellowstone and Wyoming communities are down up to 4%.

WYOMING OFFICE OF TOURISM UPDATE

Quintin Blair stated that WOT met in Washington, DC with WHTC to lobby the legislature. He said that federal seasonal workers are in place. Lodging tax collections for March were down 1%. WOT also met to approve their budget. The board is having their annual board retreat in Cody in May.

FOLLOW-UPS FROM OUTDOOR RECREATION STUDY

Mike Keller reported that he still has not heard back from them and that he will continue to try. Quintin Blair stated he's waiting to hear from the Montana side to move forward on a good faith effort on the Wyoming side.

NEW BUSINESS

SPONSORSHIP REQUESTS

The Cody Figure Skating Club requested \$500.00 for the Cody Spring Classic, April 11-13.

Jill Hartmann motioned, seconded by Emily Swett, to award Cody Figure Skating Club \$500.00 for the Cody Spring Classic, April 11-13. Motion passed unanimously.

Yellowstone Fire Soccer Association requested \$2,500.00 for the Cody Shootout Tournament, May 2-4.

Chris Guyer motioned, seconded by Mike Keller, to award Yellowstone Fire Soccer Association \$2,500.00 for the Cody Shootout Tournament, May 2-4. Motion passed unanimously.

The Barbell Club requested \$8,000.00 for the Discipline Through Adversity – Mastermind, June 6-7.

Jill Hartmann motioned, seconded by Mike Darby, to award The Barbell Club \$500.00 for the Discipline Through Adversity – Mastermind, June 6-7. Motion passed unanimously.

The Wyoming Wildlife Foundation requested \$1,000.00 for Beer, Bucks & Brookies, June 14.

Christine Gleason motioned, seconded by Jill Hartmann, to award the Wyoming Wildlife Foundation \$500.00 for Beer, Bucks & Brookies, June 14. Motion passed unanimously.

The Stampede Parade Committee requested \$3,000.00 for the Cody Stampede Parades, July 2-4.

Jake Ivanoff motioned, seconded by Emily Swett, to award the Stampede Parade Committee \$3,000.00 for the Cody Stampede Parades, July 2-4. Motion passed unanimously.

The Cody Shooting Complex requested \$2,800.00 for the 2025 Wyoming State Sporting Clays Shoot, July 16-20.

Mike Keller motioned, seconded by Quintin Blair, to award the Cody Shooting Complex \$500.00 for the 2025 Wyoming State Sporting Clays Shoot, July 16-20. Motion passed unanimously.

The Cody Romance Roundup requested \$300.00 for their event, August 9.

Quintin Blair motioned, seconded by Jill Hartmann, to award the Cody Romance Roundup \$300.00 for their event, August 9. Motion passed unanimously.

Wild West Paddle Club requested \$3,000.00 for the Wild West Riverfest, August 9-10.

Quintin Blair motioned, seconded by Mike Darby, to table the sponsorship request from the Wild West Paddle Club until the May board meeting for Ryan to talk to the club to let them know that PCTC will not pay for a concert, and to resubmit an application for advertising. Motion passed unanimously.

Devilstone requested \$1,500.00 for The Devilstone Run, August 29 – September 1

Toby Bonner motioned, seconded by Emily Swett, to award Devilstone \$500.00 for The Devilstone Run, August 29 – September 1. Motion passed unanimously. Mike Darby recused himself.

Cody Legion Baseball requested \$2,000.00 for the Summer Slam 17U Tourney, June 6-8.

Toby Bonner motioned, seconded by Jake Ivanoff, to award Cody Legion Baseball \$2,000.00 for the Summer Slam 17U Tourney, June 6-8. Motion passed unanimously. Quintin Blair recused himself.

EXECUTIVE SESSION

Jill Hartmann motioned, seconded by Quintin Blair, to move into Executive Session. Motion passed unanimously. Executive Session began at 2:03 p.m.

Quintin Blair motioned, seconded by Emily Swett, to exit Executive Session. Motion passed unanimously. Executive Session ended at 2:33 p.m.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Jill Hartmann motioned, seconded by Emily Swett, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 2:34 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

May 15, 2025