

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, FEBRUARY 20, 2025
PARK COUNTY TRAVEL COUNCIL BOARD ROOM
CODY, WY
10:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: John Parsons, Emily Swett (Zoom), Christine Gleason, Michael Darby, Quintin Blair, Jill Hartmann (Zoom), Chris Guyer, Mike Keller (Zoom), Lee Ann Reiter and Toby Bonner

ABSENT: None

OTHER ATTENDEES:

Ryan Hauck, Amanda Keyes, Jennifer Thoma (Cody Chamber), Jake Hogan (Forward Cody), Janet Jones (Cody Journal), Jake Ivenoff (The Scout Inn), Aaron Buck (YRA), William Emmons, Zac Taylor (Powell Tribune), Ruffin Prevost (Zoom – yellowstonegate.com), Sawyer Sweckard (Zoom – WOT) and Jeremy Gocke (Zoom – Entropy Survival)

MOTIONS APPROVED

1. Quintin Blair motioned, seconded by Chris Guyer, to accept the agenda. Motion passed unanimously.
2. Quintin Blair motioned, seconded by Chris Guyer, to approve the January meeting minutes. Motion passed unanimously.
3. Mike Darby motioned, seconded by Christine Gleason, to approve the February payables as presented. Motion passed unanimously.
4. Mike Darby motioned, seconded by Christine Gleason, to approve the estimated March payables (Admin ~\$38,000.00, Unified/RFPs ~\$200,000.00). Motion passed unanimously.
5. Mike Darby motioned, seconded by Lee Ann Reiter, to elect the slate of PCTC Executive Officers; John Parsons, Chairperson; Quintin Blair, Vice Chairperson; Emily Swett, Treasurer; Christine Gleason, Secretary. Motion passed unanimously.
6. Toby Bonner motioned, seconded by Chris Guyer, to award Park County Youth Hockey Association \$2,000.00 for the Wyoming Amateur Hockey League High School B Division State Tournament, February 27 – March 2, 2025. Motion passed unanimously. Quintin Blair recused himself.
7. Quintin Blair motioned, seconded by Christine Gleason, to table the sponsorship request from the Wild West Paddle Club until the April board meeting for clarification of the request. Motion passed unanimously.
8. Mike Darby motioned, seconded by Christine Gleason, to move into Executive Session. Motion passed unanimously. Executive Session began at 10:47 a.m.
9. Mike Darby motioned, seconded by Quintin Blair, to exit Executive Session. Motion passed unanimously. Executive Session ended at 11:20 a.m.
10. Quintin Blair motioned, seconded by Mike Darby, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 11:20 a.m.

CALL TO ORDER

Chairman, John Parsons called the meeting to order at 10:00 a.m.

WELCOME NEW BOARD MEMBER, TOBY BONNER

John Parsons introduced Toby Bonner; the newest board member appointed by the City of Powell.

APPROVAL OF AGENDA

Quintin Blair motioned, seconded by Chris Guyer, to accept the agenda. Motion passed unanimously.

APPROVAL OF JANUARY 16, 2025 MEETING MINUTES

Quintin Blair motioned, seconded by Chris Guyer, to approve the January meeting minutes. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Emily Swett reported that the total lodging tax collections for the month of January were up \$10,084.20 (16.85%) and up \$258,324.70 (8.16%) for the year.

ADMINISTRATIVE BILLS:

Cody Yellowstone Staff in the amount of \$31,441.70 for January Payroll; Delta Dental in the amount of \$334.05 for February Dental Insurance; Allied Benefits in the amount of \$4,082.44 for March Health Insurance; Beam Insurance Admin in the amount of \$58.07 for February Vision Insurance; Jay Moody in the amount of \$1,000.00 for Bookkeeping; SNA Surety in the amount of \$175.00 for Accountant's Bond and \$250.00 for Treasurer's Bond; Swelk LLC in the amount of \$2,000.00 for rent and \$370.52 for utilities; TCT in the amount of \$275.45 for phone/internet; Canon in the amount of \$343.60 and Office Shop in the amount of \$89.76 for printer/copier/scanner/paper; Big Horn Water in the amount of \$19.00 for water; Kristi Harder in the amount of \$360.00 for cleaning; and Master Card – Amazon, USPS in the amount of \$98.30, Staples in the amount of \$65.42 and Goodyear Printing in the amount of \$232.00 for administrative needs. Administrative bills totaled \$41,195.31.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$197,841.54 for January expenses; Cody Yellowstone Destination Development Funds in the amount of \$19,648.00 for DDF; Cody Country Chamber in the amount of \$11,353.43 for Visitor Center; Powell Chamber in the amount of \$5,000.00 for Visitor Center Staffing; Meeteetse Visitor Center in the amount of \$8,500.37 for staffing and \$2,400.00 for FY25 Marketing; and Yellowstone Regional Airport in the amount of \$6,250.00 for Air Service Development. Requests for payment totaled \$250,993.34.

MOTIONS TO APPROVE PAYABLES

Mike Darby motioned, seconded by Christine Gleason, to approve the February payables as presented. Motion passed unanimously.

Mike Darby motioned, seconded by Christine Gleason, to approve the estimated March payables (Admin ~\$38,000.00, Unified/RFPs ~\$200,000.00). Motion passed unanimously.

SELECTION OF EXECUTIVE TEAM

Mike Darby motioned, seconded by Lee Ann Reiter, to elect the slate of PCTC Executive Officers; John Parsons, Chairperson; Quintin Blair, Vice Chairperson; Emily Swett, Treasurer; Christine Gleason, Secretary. Motion passed unanimously.

REPORTS TO THE COUNCIL

PUBLIC REQUEST – THOUGHTS ON PUBLIC RECORDS

Ruffin Prevost, yellowstonegate.com and previous PCTC board member, requested that staff be trained on public records and to offer a free training for the public similar to our workshops we have done for the community in the past. John Parsons acknowledged the idea and said it would be a topic at the next board retreat.

EXECUTIVE DIRECTOR REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

The campaign we ran with Expedia has ended, running from October – December to bolster some of our slowest months of the year. We saw some really good results with 142 plane tickets sold and 831 room nights booked across over 1200 groups. These groups spent a total of over \$219.5K in gross bookings giving us an 8.9X ROI. The bookings happened on Expedia US, ExpediaPlusUS, and Hotels.com. 26 accommodations benefitted from this campaign.

We have an amazing opportunity to extend our relationship with one of the biggest tour operators in the world, Tauck. Their product developer will be coming here for a private FAM in early June to showcase all of our new and notable offerings. This will be a great opportunity for a lot of our partners to be included in some massive tour series that have never had that kind of opportunity before. We will be locking in the itinerary by the end of this month.

I just got back from NYC to be recognized as one of the world's top tourism organizations with multiple Adrian Awards including: Women's Hiking Retreat - Advertising, Influencer Marketing: Bronze, Cody Yellowstone Social Media - Digital, Social Media/Social Networking: Gold, Heartbeat of the Rodeo Social Campaign - Digital, Social Media Campaign: Bronze, WILD Forever Audio - Digital, Audio: Silver, Best of Category, Heartbeat of the Rodeo Video Series: Digital, Video Multiple Channels: Silver, Heartbeat of the Rodeo Red Carpet Premiere - Public Relations/Communications, Special Event: Silver, WILD Forever - Integrated Campaign - Business to Consumer: Platinum. For 68 years the Adrian Awards have honored excellence in travel marketing.

Earlier in February I attended the American Bus Association Marketplace in Philadelphia. I had a full slate of appointments with 54 operators with an additional 12 that were unable to fit during the reserved time for appointments. Demand for group travel remains high for our destination, and we should expect some great results from this show for this year, 2026, and 2027. I've also received more requests than ever to run a winter FAM, as more companies are running smaller and younger groups than ever before.

The staff and I attended the 2025 Wyoming Governors Conference in Cheyenne in late January. We had the privilege of not only attending but making 2 separate presentations with me speaking on using analytic data to leverage the right type of tourism to your destination, and Katrina serving on a panel discussing different marketing strategies on social in a world of AI. With all the excitement, the week was topped off with Diane Shoher receiving the much-deserved Big Wyo Award for her tremendous strides in helping grow tourism in the state throughout the years.

Kelly Eastes and I are working on producing a virtual FAM tour full of producers who would be interested in filming projects within Park County. Typically, these virtual FAMs will get your destination in front of over 50 producers who have been vetted and approved by the Location Managers Guild of America. This FAM will take place in either late spring or early Fall, depending on the recent disasters in the areas where these producers live. From this virtual FAM, we would expect projects and even in person FAMs to develop the film industry in our area.

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 will be going live by the end of this month. Not only will this chatbot make the user experience much more helpful, but it will help us gather contact info, what travelers are interested in, what are they not finding, how we can help them plan their routes through the East Gate, and so much more. After this addition is complete, we will begin the last step in completing the new website, which will be a custom plug-in to retarget travelers based on their interests and search history, similar to an OTA like Expedia or TripAdvisor. This will go into effect no later than the end of March.

LATE FEBRUARY – MARCH TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:

3/3 – Present Award to John Wetzel During Powell City Council Meeting

3/7 – 307 Day

3/18 – 3/21 – One West Tech Summit, Arlington, TX

3/20 – No Board Meeting

3/24 – 3/28 – Ryan OOO

JANUARY STATS – MONTH RECORD (NEED UPDATED CHART STILL)

ATTRACTION/ENTITY	Jan-15	Jan-16	Jan-17	Jan-18	Jan-19	Jan-20	Jan-21	Jan-22	Jan-23	Jan-24	Jan-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	1,488	857	1,949	1,904	2,296	1,828	1,768	1,634	2,375	1,931	1,489	-22.89%	1,488	857	1,949	1,904	2,296	1,828	1,768	1,634	2,375	58,063	50,947	-12.28%
INQUIRIES / ADVERTISING	6,434	2,491	2,046	1,502	967	2,819	1,717	2,190	4,591	3,040	2,425	-20.23%	6,434	2,491	2,046	1,502	967	2,819	1,717	2,190	4,591	15,679	17,108	9.11%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	578	523	558	815	155	1,095	608.45%	NA	NA	NA	NA	NA	578	523	558	815	1,236	2,462	99.19%
INQUIRIES AAA/VC/MISC	0	0	0	60	0	0	0	0	0	0	69,120	#DIV/0!	0	0	0	60	0	0	0	0	0	12,600	69,120	448.57%
PCTC WEBSITE VISITS	12,049	10,589	21,574	7,942	10,404	24,549	28,776	51,672	50,612	92,962	82,890	-10.83%	12,049	10,589	21,574	7,942	10,404	24,549	28,776	51,672	50,612	492,495	619,196	25.73%
PCTC WEBSITE CONVERSIONS	NA	1,540	1,616	1,600	179	2,027	2,185	9,601	1,866	12,745	11,169	-12.37%	NA	1,540	1,616	1,600	179	2,027	2,185	9,601	1,866	80,714	95,037	17.75%
BB CENTER OF THE WEST	953	789	528	908	468	1,310	1,397	1,160	1,195	1,305	1,231	-5.67%	953	789	528	908	468	1,310	1,397	1,160	1,195	105,890	103,191	-2.55%
YELLOWSTONE PARK - VEHICLES	28,091	30,621	29,516	29,179	33,896	25,231	35,338	45,528	45,709	42,740	40,363	-5.56%	28,091	30,621	29,516	29,179	33,896	25,231	35,338	45,528	45,709	3,174,582	3,153,881	-0.65%
EAST ENTRANCE - VEHICLES	248	306	288	231	315	303	622	399	289	284	300	5.63%	248	306	288	231	315	303	622	399	289	339,946	303,632	-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	15,750	16,618	14,303	13,009	11,346	19,966	19,900	28,180	28,666	28,933	25,088	-13.29%	15,750	16,618	14,303	13,009	11,346	19,966	19,900	28,180	28,666	676,560	738,477	9.15%
W ENTRANCE - VEHICLES	8,927	10,157	11,414	11,491	2,618	2,649	12,901	14,545	13,435	10,281	11,926	16.00%	8,927	10,157	11,414	11,491	2,618	2,649	12,901	14,545	13,435	1,403,156	1,347,080	-4.00%
S ENTRANCE - VEHICLES	3,166	3,540	3,513	4,448	1,284	922	1,915	2,404	3,319	3,242	3,049	-5.95%	3,166	3,540	3,513	4,448	1,284	922	1,915	2,404	3,319	560,450	550,722	-1.74%
YRA ENPLANEMENTS	1,889	1,974	1,700	1,819	1,808	2,025	1,141	2,055	2,281	2,537	2,451	-3.39%	1,889	1,974	1,700	1,819	1,808	2,025	1,141	2,055	2,281	20,668	22,818	10.40%
HEART MOUNTAIN INT CTR	105	247	100	248	236	263	131	137	87	198	204	3.03%	105	247	100	248	236	263	131	137	87	7,613	7,565	-0.63%
POWELL VISITOR CTR	250	215	85	57	238	288	234	233	157	653	221	-86.16%	250	215	85	57	238	288	234	233	157	2,990	3,932	31.51%
MEETEETSE VISITOR CTR	124	117	86	134	114	116	147	395	287	112	981	775.69%	124	117	86	134	114	116	147	395	287	2,756	5,161	87.28%
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!	79,487	93,460	90,891	87,125	84,464	100,290	50,578	121,539	121,106	94,622	60,028	-36.56%

DESTINATION DEVELOPMENT FUND UPDATE

Ryan Hauck announced that the airline MRG, development of extra services that were to be Chicago and Salt Lake City, are no longer going to happen in 2025. The Destination Development Funds that have been awarded for that project will not be needed this round, so Ryan mentioned the possibility of using them for other projects. The board wants to discuss this further at the retreat.

WYOMING OFFICE OF TOURISM UPDATE

Quintin Blair said that WOT had their recent board meeting at the Wyoming Governor's Hospitality and Tourism Convention and that he was appointed Vice Chairperson for that board.

FOLLOW-UPS FROM OUTDOOR RECREATION STUDY

Quintin Blair stated that he had met with some government staff about the Plug Study. He also spoke with Governor Gordan and said that he is positive and wants to move forward as soon as Montana is on board. He also discussed the topic with employees from Wyoming Department of Transportation and Wyoming Office of Tourism and they are also on board.

Mike Keller mentioned Montana and the National Park Service are not on good terms at the moment but he'll keep working on this effort.

OLD BUSINESS

HIRE BUSINESS DEVELOPMENT MANAGER

The board encouraged Ryan to move forward with the plans and preparation to hire a Business Development Manager.

NEW BUSINESS

SPONSORSHIP REQUESTS

The Park County Youth Hockey Association requested \$3,750.00 for the Wyoming Amateur Hockey League High School B Division State Tournament, February 27 – March 2, 2025.

Toby Bonner motioned, seconded by Chris Guyer, to award Park County Youth Hockey Association \$2,000.00 for the Wyoming Amateur Hockey League High School B Division State Tournament, February 27 – March 2, 2025. Motion passed unanimously. Quintin Blair recused himself.

The Wild West Paddle Club requested \$3,000.00 for the Wild West River Fest, August 9-10, 2025.

Quintin Blair motioned, seconded by Cristine Gleason, to table the sponsorship request from the Wild West Paddle Club until the April board meeting for clarification of the request. Motion passed unanimously.

EXECUTIVE SESSION

Mike Darby motioned, seconded by Christine Gleason, to move into Executive Session. Motion passed unanimously. Executive Session began at 10:47 a.m.

Mike Darby motioned, seconded by Quintin Blair, to exit Executive Session. Motion passed unanimously. Executive Session ended at 11:20 a.m.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Quintin Blair motioned, seconded by Mike Darby, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 11:20 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 _____

