

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, JANUARY 16, 2025
PARK COUNTY TRAVEL COUNCIL BOARD ROOM
CODY, WY
10:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: Emily Swett, Christine Gleason, Quintin Blair, Jill Hartmann, Chris Guyer, Mike Keller (Zoom) and Lee Ann Reiter

ABSENT: John Parsons, John Wetzel and Michael Darby

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes, Jennifer Thoma, Janet Jones, Aaron Buck, Ruffin Prevost (Zoom – yellowstonegate.com), Thomas Hazinski and Michael Ferguson (HVS Associates)

MOTIONS APPROVED

1. Quintin Blair motioned, seconded by Jill Hartmann, to accept the agenda as presented. Motion passed unanimously.
2. Christine Gleason motioned, seconded by Lee Ann Reiter, to approve the December 19, 2024 meeting minutes. Motion passed unanimously.
3. Jill Hartmann motioned, seconded by Quintin Blair, to approve the payables as presented. Motion passed unanimously.
4. Lee Ann Reiter motioned, seconded by Christine Gleason, to approve the Local PR Plan and to use reserved funds to execute the plan. Motion passed unanimously.
5. Jill Hartmann motioned, seconded by Chris Guyer, to approve the Credit Card Point Authorization procedures as presented. Motion passed unanimously.
6. Christine Gleason motioned, seconded by Quintin Blair, to adjourn to meeting. The meeting adjourned at 11:13 a.m.

CALL TO ORDER

Treasurer, Emily Swett called the meeting to order at 10:01 a.m.

APPROVAL OF AGENDA

Quintin Blair motioned, seconded by Jill Hartmann, to accept the agenda as presented. Motion passed unanimously.

APPROVAL OF DECEMBER 19, 2024 MEETING MINUTES

Christine Gleason motioned, seconded by Lee Ann Reiter, to approve the December 19, 2024 meeting minutes. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Ryan Hauck reported that the total lodging tax collections for the month of December were up \$6,758.39 (19.22%) and up \$248,240.50 (7.19%) for the year.

ADMINISTRATIVE BILLS:

Cody Yellowstone Staff in the amount of \$27,763.62 for December Payroll; Wyoming Department of Employment in the amount of \$3,678.08 for Worker's Comp. and Unemployment; Delta Dental in the amount of \$203.15 for January Dental Insurance; Allied Benefits in the amount of \$4,082.44 for February Health Insurance; Beam Insurance Admin in the amount of \$58.07 for January Vision Insurance; Jay Moody in the amount of \$1,000.00 for Bookkeeping; CAN Surety in the amount of \$250.00 for Treasurer's Bond; Swelk LLC in the amount of \$2,000.00 for rent and \$340.83 for utilities; TCT in the amount of \$275.45 for phone/internet; Office Shop in the amount of \$70.69 for printer/copier/scanner/paper; Big Horn Water in the amount of \$19.00 for Water; Kristi Harder in the amount of \$180.00 for cleaning; FP Mailing Solutions in the amount of \$102.80 for Mailing Machine; Master Card – Amazon in the amount of \$83.26 for administrative needs; and Pinnacle Bank in the amount of \$50.00 for Transfer Fee. Administrative bills totaled \$40,157.39.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$121,890.20 for December expenses; Cody Yellowstone Destination Development Funds in the amount of \$100,000.00 for DDF; Cody Country Chamber in the amount of \$8,267.12 for Visitor Center; and Powell Chamber in the amount of \$5,000.00 for Visitor Center Staffing. Requests for payment totaled \$235,157.32.

MOTIONS TO APPROVE PAYABLES

Jill Hartmann motioned, seconded by Quintin Blair, to approve the payables as presented. Motion passed unanimously.

REPORTS TO THE COUNCIL

Conference Center Demand Study

Thomas Hazinski, Managing Director of HVS Convention, Sports & Entertainment Facilities Consulting, presented the process, model and timeline of the Conference Center Demand Study. He will report back to the board and stakeholders in the coming months to discuss his findings which will include financials and suggested areas to build the conference center.

EXECUTIVE DIRECTOR REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

Another accolade the Mesereaus and PCTC can be proud of for the calendar year of 2024 is that this has been our best publicity year ever in terms of both the number of stories and UVPMs. In comparison over the last three years 2024: 363 stories and UVPM 8,415,531,023 | 2023: 253 stories and UVPM 6,308,019,291 2022: 225 stories and UVPM 5,887,455,293.

Mona and I have solidified a New York Times writer, Elaine Glusac, who will be coming to Cody in early March to experience ice climbing and winter adventures. We'll be offering tips and information including recommendations on hotels, restaurants, and attractions. The big story will appear later this year.

Teresa Bitler, from SATW, is on assignment to write about dude ranches for the Saturday Evening Post. This will include someone from the Dude Ranchers Association, an owner of a historic dude ranch 100 years or older, and new and notable options throughout our ranches. This will be a great way for us to feature most of the ranches throughout the county including what sets ours apart from others in the region, direct quotes from the owners, and highlighting their historical significance.

We will be launching two events in cooperation with Verb within this calendar year. The first will be called *Create in The Wild Creator Workshop* which will take place June 5-9, 2025. Guided by industry-leading creators and local experts, this workshop combines hands-on learning with the opportunity to explore our hidden gems and iconic locations. From capturing golden-hour footage to developing advanced editing techniques, every moment is tailored to inspire and elevate paid participants' skills. The handpicked creators to

lead this include the following influencers Hannah Rheame, Bryan Hynes, Lizzie Peirce, and Kristyn Snell. This one-of-a-kind experience is designed for photographers, videographers, and content creators. Over the course of an immersive three-day workshop, they'll refine their skills in storytelling, photography, videography, and social media growth strategies. The brands we are looking to have sponsor or partnerships with include Jeep, Sony, PPA (Professional Photographers Association), and Kajabi.

The second event is the *Wild Fall Photography Workshop* held from October 10-14, 2025 featuring our partners Scott Kranz & Stephen Matera. This will be the same model as their Wild Winter Photography Workshop we did in 2023 & 2024. Paying participants will capture the landscapes of the Wild West through a fresh lens in an all-inclusive four-day photography workshop set in the heart of Park County, Wyoming. There'll be several scenic hikes and outdoor excursions with our local guides, uncovering secret spots highlighting the area's rugged beauty. At night, Scott and Steve will also include lessons on astrophotography beneath our beautiful autumn night skies. Both of these events will produce hundreds of thousands of dollars in earned media while also highlighting all-inclusive options on the cusp of our shoulder seasons. We will also be able to spend all of our money locally boosting our local business' bottom lines.

In an effort to showcase our slowest season of the year, we are relying on some of our past partners to help us recharge a separate campaign highlighting our destination. Scott and Stephen will be sharing a series of winter related posts to promote Cody Yellowstone as an ideal destination for winter photography throughout January and February using the assets collected over the last two years of Wild Winter Photography Workshops. We also will have whitelisted content from the Wild West FAM we hosted last year from Andy Austin, Keely Gibb, Amanda Bittner, and Louise Tuck. Once posted, we plan to boost the content to reach our target markets and demographics for spring travel.

The 2025 Vacation Guide has officially shipped to AAA offices, key locations in the Northwest and Texas through polybag programs, visitor centers, high traffic areas throughout the mountain west, and partners throughout the county.

We hosted our second press trip for the fiscal year 2025 which included four travel writers representing publication such as Outside, Snowboard Magazine, IMDB.com, Yahoo Entertainment, Yahoo Life, Los Angeles Times, Yahoo, Flipboard, Forbes, Gear Junkie, Travel Channel, MSN (US), USA Today, USA TODAY 10Best, National Geographic Traveler, American Automobile Association (AAA), and many more. This trip featured Cody Yellowstone as a must-visit for our winter outdoor recreation opportunities. We highlighted ice climbing through Aaron Mulky's WY Ice Climbing Festival, cross country skiing on the trails near the East Gate, and snowmobiling into Yellowstone with Gary Fales Outfitting. We also featured the Cody Firearms Experiences, Exclusive Tours at the BBCW, and the immersive Japanese experiences at Heart Mountain WWII Interpretive Center.

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

1/15 – 1/17 – HVS in Market for Demand Study

1/19 – 1/25 – Shot Show, Las Vegas, NV

1/20 – Office Closed – MLK Jr. Day

1/23 – 1/24 – International Media Marketplace, New York City

1/25 – 1/28 – Wyoming Hospitality and Travel Coalition Board Meeting | Wyoming Governor's Conference, Cheyenne

1/31 – 2/5 – American Bus Association Marketplace, Philadelphia, PA

2/17 – Office Closed – Presidents' Day

2/17 – 2/19 – Adrian Awards, New York, NY

2/20 – PCTC Monthly Board Meeting

DECEMBER STATS – MONTH RECORD

ATTRACTION/ENTITY	Dec-14	Dec-15	Dec-16	Dec-17	Dec-18	Dec-19	Dec-20	Dec-21	Dec-22	Dec-23	Dec-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	2,224	2,210	1,622	1,786	2,287	1,720	1,539	2,271	2,128	1,723	1,729	0.35%	111,808	107,721	#VALUE!	#VALUE!	#VALUE!	108,464	55,012	92,855	94,385	56,132	49,458	-11.89%
INQUIRIES / ADVERTISING	3,280	541	1,887	593	1,377	1,535	1,332	1,595	2,156	1,604	1,529	-4.68%	61,553	56,637	56,686	54,446	61,430	52,505	48,836	30,836	24,209	12,639	14,683	16.17%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	NA	129	636	490	103	316	208.80%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	4,446	7,595	5,856	1,081	1,367	26.46%
INQUIRIES AAA/VC/MISC	0	0	0	0	0	0	0	0	0	12,600	0	-100.00%	31,677	31,452	30,088	32,316	32,842	28,163	28,400	36,815	30,975	12,600	0	-100.00%
PCTC WEBSITE VISITS	2,883	7,822	13,925	13,972	25,876	16,186	77,802	102,575	40,800	37,466	58,150	55.21%	228,179	274,855	262,173	399,641	574,842	481,511	397,681	1,131,154	616,805	399,533	521,069	30.42%
PCTC WEBSITE CONVERSIONS	NA	NA	1,540	1,616	619	894	1,108	14,332	1,256	6,806	3,610	-46.96%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	13,600	15,173	17,652	158,443	106,638	67,969	83,868	23.39%
BB CENTER OF THE WEST	4,245	4,611	4,661	4,224	4,477	5,014	2,234	3,849	3,194	3,483	3,643	4.25%	177,360	173,582	172,244	177,563	167,507	165,046	99,653	182,737	149,681	104,585	101,960	-2.51%
YELLOWSTONE PARK - VEHICLES	18,340	20,470	59	21,294	22,380	25,306	28,643	37,749	30,794	34,764	30,410	-12.52%	3,513,485	4,095,363	4,237,738	4,116,022	4,092,668	4,020,291	3,732,360	4,860,537	3,295,167	3,131,842	3,113,518	-0.59%
EAST ENTRANCE - VEHICLES	85	123	59	145	200	212	185	238	302	330	210	-39.36%	465,585	526,982	529,907	508,984	477,967	448,453	426,210	497,545	406,424	339,662	303,532	-10.64%
NE ENTRANCE - VEHICLES	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	204,490	230,883	228,042	222,439	223,760	239,832	215,350	269,627	40,974	194,471	213,771	9.82%
N ENTRANCE - VEHICLES	10,778	11,118	9,172	10,316	10,979	13,820	19,670	27,482	19,992	25,344	21,961	-14.53%	663,539	760,166	785,032	1,075,329	782,129	765,053	750,883	1,006,378	371,628	647,627	713,389	10.15%
W ENTRANCE - VEHICLES	5,059	6,803	7,261	7,538	7,963	7,863	7,408	8,216	8,223	6,803	6,023	-11.47%	1,437,711	1,743,335	1,889,380	1,753,567	1,769,338	1,719,654	1,629,433	2,139,039	1,834,052	1,392,875	1,335,154	-4.14%
S ENTRANCE - VEHICLES	2,418	2,626	3,118	3,294	3,238	3,611	1,380	1,813	2,277	2,287	2,516	10.01%	742,159	836,366	824,932	877,986	861,805	828,243	771,246	876,908	678,309	557,208	547,673	-1.71%
YRA ENPLANEMENTS	2,497	2,347	2,100	2,315	2,166	2,553	1,573	2,475	2,402	2,758	2,546	-7.69%	32,301	33,099	40,288	39,666	39,383	41,219	19,247	37,355	37,637	18,131	20,367	12.33%
HEART MOUNTAIN INT CTR	209	279	323	281	442	525	117	227	196	177	159	-10.17%	13,182	14,202	14,935	15,768	15,904	16,309	7,672	14,206	13,277	7,415	7,361	-0.73%
POWELL VISITOR CTR	235	225	235	50	427	276	277	288	154	559	384	-31.31%	4,050	5,722	5,095	1,153	3,095	4,034	3,116	3,717	2,864	2,337	3,711	58.70%
MEETEETSE VISITOR CTR	176	216	255	312	244	37	0	100	448	266	523	98.62%	4,031	3,900	4,594	4,443	3,506	1,747	1,337	2,423	5,360	2,644	4,180	58.05%
BB DAM VISITOR CTR	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	77,161	77,547	84,356	86,098	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	60,026	-36.56%

WYOMING OFFICE OF TOURISM UPDATE

Quintin Blair reported that WOT did not meet in December because they were in Las Vegas at the Team Wyoming breakfast. He said that the event went very well. Their next board meeting will be during the Wyoming Governor's Hospitality and Tourism Convention in Cheyenne the end of January and that at that meeting he will become the Chair of the Wyoming Office of Tourism board.

YELLOWSTONE REGIONAL AIRPORT UPDATE

Aaron Buck stated that in 2024 the airport saw over 30,000 enplanements, 10% increase. This was the most they've had with only one airline. They are looking at doing an approach and depart study to try to get a commercial flight.

FOLLOW-UPS FROM OUTDOOR RECREATION STUDY

Quintin Blair has communicated with several people from the Wyoming Department of Transportation, Forest Service and Wyoming Office of Tourism and is hoping to speak with Governor Gordan while in Cheyenne during the Wyoming Governor's Conference.

Mike Keller did not have an update because of a recent conflict between Montana and the National Park Service.

OLD BUSINESS

LOCAL PUBLIC RELATIONS PLAN

Lee Ann Reiter motioned, seconded by Christine Gleason, to approve the Local PR Plan and to use reserved funds to execute the plan. Motion passed unanimously.

CREDIT CARD POINT AUTHORIZATION

Jill Hartmann motioned, seconded by Chris Guyer, to approve the Credit Card Point Authorization procedures as presented. Motion passed unanimously.

NEW BUSINESS

COMMUNITY PROJECTS MOVING FORWARD

This topic will be discussed at the February board meeting.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Christine Gleason motioned, seconded by Quintin Blair, to adjourn to meeting. The meeting adjourned at 11:13 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 black ink, appearing to read "John L. Lamm", is written over a horizontal line.

Date

A handwritten date "2/20/2025" in black ink is written over a horizontal line.