

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, JANUARY 18, 2024
PARK COUNTY TRAVEL COUNCIL BOARD ROOM
CODY, WY
10:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: Sandy Newsome, Rick Hoeninghausen (Zoom), Emily Swett, Christine Gleason, Quintin Blair and Jill Hartmann

ABSENT: Michael Darby, John Parsons, John Wetzel and Ruffin Prevost

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes and James Wollenburg

MOTIONS APPROVED

1. Quintin Blair motioned, seconded by Sandy Newsome, to accept the revised agenda. Motion passed unanimously.
2. Christine Gleason motioned to approve the December 14, 2023 meeting minutes as presented, seconded by Quintin Blair. Motion passed unanimously.
3. Sandy Newsome motioned to approve the January bills as presented, seconded by Quintin Blair. Motion passed unanimously.
4. Sandy Newsome motioned to approve the estimated February bills being paid due to the February board meeting not being conducted, seconded by Jill Hartmann. Motion passed unanimously. The board members present would like to see this on the agenda again in March for further discussion.
5. Sandy Newsome motioned, seconded by Jill Hartman, to adopt the Investment Policy as presented. Motion passed unanimously.
6. Rick Hoeninghausen motioned, seconded by Christine Gleason, to table the sponsorship request from the Wyoming Game Wardens Association. Motion passed unanimously.
7. Rick Hoeninghausen motioned, seconded by Christine Gleason, to award Wyoming Swimming \$1,000.00 for the 2024 Swimposium 2.0. Motion passed unanimously. Emily Swett and Quintin Blair abstained.
8. Quintin Blair motioned, seconded by Sandy Newsome, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 11:12 a.m.

CALL TO ORDER

Secretary, Emily Swett called the meeting to order at 10:02 a.m.

APPROVAL OF AGENDA

Quintin Blair motioned, seconded by Sandy Newsome, to accept the revised agenda. Motion passed unanimously.

APPROVAL OF DECEMBER 14, 2023 MEETING MINUTES

Christine Gleason motioned to approve the December 14, 2023 meeting minutes as presented, seconded by Quintin Blair. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Emily Swett reported that the total lodging tax collections for the month of December were down -\$6,087.15 (-14.76%) and up +\$774,041.89 (+33.20%) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$299.65 for December dental insurance; Mountain Health Co-op in the amount of \$4,061.21 for December Health Insurance; James Reilly, CPA, P.C. in the amount of \$7,250.00 for the FY2023 Audit; Jay Moody in the amount of \$825.00 for bookkeeping; The Way West Management in the amount of \$2,000.00 for Rent and \$360.38 for Utilities; TCT in the amount of \$275.45 for Phone/Internet; Cannon in the amount of \$159.30 and Office Shop, Inc. in the amount of \$108.67 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$17.00 for Water; Sarah Chadd in the amount of \$180.00 for Cleaning; Amanda Keyes in the amount of \$36.88 and Master Card – Amazon in the amount of \$53.94 for Admin Needs. Administrative bills totaled \$15,627.48.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$277,230.35 for December expenses; Cody Country Chamber in the amount of \$8,635.00 for visitor center; Meeteetse Visitor Center in the amount of \$1,776.54 for visitor center staffing and \$425.50 for FY2024 Marketing; and Powell Economic Partnership in the amount of \$5,000.00 for visitor center staffing; Requests for payment totaled \$293,067.39.

Sandy Newsome motioned to approve the January bills as presented, seconded by Quintin Blair. Motion passed unanimously.

ESTIMATE OF FEBRUARY ADMINISTRATIVE BILLS/REQUESTS FOR PAYMENT

(Admin ~ \$9,000, Unified ~ \$250,000)

Sandy Newsome motioned to approve the estimated February bills being paid due to the February board meeting not being conducted, seconded by Jill Hartmann. Motion passed unanimously. The board members present would like to see this on the agenda again in March for further discussion.

REPORTS TO THE COUNCIL

INTRODUCTION OF NEW BOARD MEMBER

Jill Hartmann introduced herself to the board. She was appointed by the City of Powell.

EXECUTIVE DIRECTOR REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

Kelly and I are working with a show from the Hallmark Channel that is themed around shedding your “mental weight.” A key component to this show is giving back to the community, specifically removing an old structure that has just become an eyesore for the locals. I have had Kelly reach out to all three mayors to gather ideas for the production team to consider.

The Wild Winter Photography Workshop featuring renowned professional photographers Scott Kranz and National Geographic contributor Stephen Matera is nearly sold out with participants from Thermopolis, Montrose, CO, Seattle, WA, Kirkland, WA, Portland, OR. Scott and Steve will arrive in Cody February 5 to conduct their site visit with the workshop kicking off on February 8. Identical to last year, this workshop will begin with a free winter landscapes and wildlife community presentation. The influencer-led Women’s Hiking Retreat sold out in two weeks from when it was posted. Lastly, the Wild West Discovery Workshop will be open for registration before the end of this month.

RRC and ITRR have presented their findings for the Silver Gate, Cooke City, and Crandall sentiment survey to Robin, the committee, and myself. This survey was very successful in that RRC received back 294 completed surveys which is much higher than what is expected from this community’s population size. Approximately 210 surveys came from the Cooke City/Silver Gate/Colter Pass area

with just over 80 coming from the Crandall area. Responses were strong from both residents who live full-time in the region and those who reside elsewhere. These findings will be presented to the PCTC board during the March board meeting when the entirety of the study is more complete.

January 12-17 I was in Nashville at the American Bus Association Marketplace promoting Cody Yellowstone. I had a filled appointment schedule with 54 appointments and 18 other operators who requested to meet with me. I also was included on a podcast that was conducted on the showroom floor. This show continues to be amazing for us to conduct new business and service the operators already coming to our destination.

I produced two winter giveaway packages within the Billings market by partnering with KTVQ. These two campaigns will produce a few measurables for us including heightened exposure in one of our top winter feeder markets, contact information that we will add to our vacation guide and e-blast list for future retargeting, and spending throughout our community once the winners arrive.

We supported Aaron Mulky and the Wyoming Ice Climbing Festival by running a social media takeover. During this takeover we highlighted the daily schedules, the experts running the workshops and live shots as I attended multiple days of the festival. Nearly 200 non-residents attended this event with over 500 expected for next year. Beyond our typical event sponsorship, Mona and I plan on working with Tim Banfield who has a large social media following and writes for a number of ice-climbing magazines.

Registration for the 2024 SATW Western Chapter Conference started on January 15 with 21 media representatives signing up right away. I expect the conference to sell out at the anticipated 50-person max with calls coming into Mona, Verb, and our office on how to sign up for this event. I have also had locals reach out who are interested in volunteering and helping with this event from a recent news release by Mona. We will start requesting payments for this event within the next couple of weeks.

Nick Piazza, with Sleeping Giant, has informed me that the ski report will not be opening this year due to lack of snow and the snow machine not working. He did mention that we might be able to run a private event for the new tubing park PCTC invested in using DDF funds. If this becomes a possibility, we will also hold a ribbon-cutting event to promote the new tubing park along with its new name.

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

1/21 – Winter in Yellowstone Photo and Video Shoot

1/24 – Live Podcast with The Family Vacationer

2/5 – 2/7 – Steve and Scott Site Visit

2/8 – Community Landscape and Wildlife Presentation

2/8 – 2/12 – Wildlife Photography Workshop

2/16 – 2/20 – Ryan PTO

2/19 – Company Holiday

2/24 – 2/27 – Wyoming Governor's Hospitality and Tourism Conference

DECEMBER STATS – MONTH RECORD

ATTRACTION/ENTITY	Dec-13	Dec-14	Dec-15	Dec-16	Dec-17	Dec-18	Dec-19	Dec-20	Dec-21	Dec-22	Dec-23	Change	Ytd 13	Ytd 14	Ytd 15	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	Ytd 23	Change
CODY VISITOR CTR WALK INS	1,670	2,224	2,210	1,622	1,786	2,287	1,720	1,538	2,271	2,128	1,723	-19.03%	106,028	111,808	107,721	#VALUE!	#VALUE!	#VALUE!	108,464	55,012	92,855	94,385	91,449	-3.11%
INQUIRIES / ADVERTISING	1,585	3,280	541	1,887	593	1,377	1,535	1,332	1,595	2,156	1,804	-25.60%	63,092	61,553	56,637	56,696	54,446	61,430	52,505	48,836	30,836	24,209	38,465	58.89%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	NA	NA	129	638	490	103	-78.96%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	4,446	7,595	5,856	3,209	-45.20%
INQUIRIES AAAVC/MISC	0	0	0	0	0	0	0	0	0	0	12,600	#DIV/0!	34,491	31,677	31,452	30,088	32,316	32,842	28,163	28,400	36,815	30,975	51,570	66.49%
PCTC WEBSITE VISITS	4,419	2,883	7,822	13,925	13,972	25,876	16,186	77,802	102,575	40,800	37,466	-8.17%	179,061	228,179	274,855	282,173	399,641	574,842	481,511	397,681	1,131,154	816,805	925,798	13.34%
PCTC WEBSITE CONVERSIONS	NA	NA	NA	1,540	1,616	619	894	1,108	14,332	1,256	6,806	441.88%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	13,600	15,173	17,652	158,443	106,638	115,230	8.06%
BB CENTER OF THE WEST	3,585	4,245	4,611	4,661	4,224	4,477	5,014	2,234	3,849	3,194	3,493	9.36%	166,045	177,360	173,582	172,244	177,563	167,507	165,046	99,653	182,737	149,681	149,737	0.04%
YELLOWSTONE PARK - VEHICLES	17,378	18,340	20,470	59	21,294	22,380	25,506	28,643	37,749	30,794	34,764	12.89%	3,188,030	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	4,511,949	36.93%
EAST ENTRANCE - VEHICLES	87	85	123	59	145	200	212	185	238	302	330	9.27%	434,506	465,585	526,982	529,907	508,994	477,967	448,453	426,210	497,545	408,424	454,592	11.30%
NE ENTRANCE - VEHICLES	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	190,006	204,490	230,863	228,042	222,439	223,760	239,832	215,350	289,627	40,974	280,894	585.54%
N ENTRANCE - VEHICLES	8,985	10,778	11,118	9,172	10,316	10,979	13,820	19,670	27,482	19,992	25,344	26.77%	601,153	663,539	760,166	785,032	1,075,329	782,129	765,053	750,883	1,006,378	371,628	1,026,838	176.31%
W ENTRANCE - VEHICLES	5,626	5,059	6,603	7,261	7,539	7,963	7,863	7,408	9,216	8,223	6,803	-17.27%	1,260,423	1,437,711	1,743,335	1,889,380	1,753,567	1,769,338	1,719,854	1,629,433	2,139,039	1,834,052	1,990,776	8.55%
S ENTRANCE - VEHICLES	2,680	2,418	2,626	3,118	3,294	3,238	3,611	1,380	1,813	2,277	2,287	0.44%	701,943	742,159	836,366	824,932	877,986	861,805	828,243	771,246	876,908	678,309	758,183	11.78%
YRA ENPLANEMENTS	2,350	2,497	2,347	2,100	2,315	2,166	2,553	1,573	2,475	2,402	2,758	14.82%	31,009	32,301	33,099	40,288	39,666	39,383	41,219	19,247	37,355	37,637	33,909	-9.91%
HEART MOUNTAIN INT CTR	382	209	279	323	281	442	525	117	227	196	177	-9.69%	12,427	13,182	14,202	14,935	15,768	15,904	16,309	7,672	14,206	13,277	11,418	-14.00%
POWELL VISITOR CTR	215	235	225	235	50	427	276	277	288	154	559	262.99%	3,681	4,050	5,722	5,095	1,153	3,095	4,034	3,116	3,717	2,864	3,534	23.36%
MEETEETSE VISITOR CTR	164	176	216	255	312	244	37	0	100	448	266	-40.63%	3,151	4,031	3,900	4,594	4,443	3,506	1,747	1,337	2,423	5,360	4,579	-14.57%
BB DAM VISITOR CTR	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	76,250	77,161	77,547	84,356	88,098	77,231	72,578	41,416	75,133	73,367	80,147	9.24%
CODY NITE RODEO	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	87,830	79,467	93,460	90,891	87,125	84,464	100,290	50,578	121,539	121,106	96,875	-20.01%

STATE SHOOTING COMPLEX

Sandy Newsome gave an update on the application process for the State Shooting Complex.

AMERICA'S 250TH ANNIVERSARY

Sandy Newsome reported that the committee had their second meeting in early January and will meet again in February.

WYOMING OFFICE OF TOURISM

Quintin Blair said that WOT met in Cheyenne on January 9th. They will meet again in Cheyenne during the Governor's Hospitality and Tourism Convention on February 25th.

OLD BUSINESS

ADOPT INVESTMENT POLICY

Sandy Newsome motioned, seconded by Jill Hartman, to adopt the Investment Policy as presented. Motion passed unanimously.

NEW BUSINESS

SPONSORSHIP REQUESTS

Wyoming Game Wardens Association requested \$1,000.00 for their 2024 Annual Banquet, April 5-7, 2024.

Rick Hoeninghausen motioned, seconded by Christine Gleason, to table the sponsorship request from the Wyoming Game Wardens Association. Motion passed unanimously.

Wyoming Swimming / USA Swimming / MT Swimming requested \$1,500.00 for the 2024 Swimposium 2.0, April 26-28, 2024.

Rick Hoeninghausen motioned, seconded by Christine Gleason, to award Wyoming Swimming \$1,000.00 for the 2024 Swimposium 2.0. Motion passed unanimously. Emily Swett and Quintin Blair abstained.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Quintin Blair motioned, seconded by Sandy Newsome, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 11:12 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 Michael B. Naby

Date 3/21/24