

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, MARCH 21, 2024
PARK COUNTY TRAVEL COUNCIL BOARD ROOM
CODY, WY
10:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: Michael Darby, John Parsons, John Wetzel, Ruffin Prevost, Emily Swett (zoom) and Christine Gleason

ABSENT: Rick Hoeninghausen, Quintin Blair and Jill Hartmann

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes, Jake Jorgenson (RRC), Robin Hoover (Yellowstone Country, MT), Jay Moody, Mark Davis (Cody Enterprise), Ken Strainiere and Brittania McNair

MOTIONS APPROVED

1. John Wetzel motioned, seconded by Christine Gleason, to accept the revised agenda. Motion passed unanimously.
2. John Wetzel motioned to approve the January 18, 2024 meeting minutes as presented, seconded by John Parsons. Motion passed unanimously.
3. Ruffin Prevost motioned to approve the February bills as presented, seconded by John Wetzel. Motion passed unanimously.
4. Ruffin Prevost motioned to approve the March bills as presented, seconded by John Wetzel. Motion passed unanimously.
5. Ruffin Prevost motioned, seconded by Mike Darby, to elect the slate of PCTC Executive Officers; John Parsons, Chairperson; John Wetzel, Vice-Chairperson; Emily Swett, Treasurer; Christine Gleason, Secretary. Motion passed unanimously.
6. John Wetzel motioned to award The Wyoming Shooting Complex Committee \$2,500.00 to be used to assist with costs, seconded by John Parsons. The funds will come out of the Reserve line item. Motion passed unanimously.
7. Ruffin Prevost motioned, seconded by John Wetzel, to reallocate funds within the Cody Country Visitor Center FY2024 grant. The funds will be moved from Technology to Operations. Motion passed unanimously.
8. John Wetzel motioned, seconded by John Parsons, to award the Cody Fireworks Committee \$5,000.00 for the 2024 show and \$10,000.00 for the 2025 show (from FY2025 budget). The funds for the 2024 show will come out of the Reserve line item. Motion passed unanimously.
9. John Parsons motioned, seconded by John Wetzel, to award the Wyoming Game Wardens Association \$1,000.00 for the 2024 Annual Banquet, April 5-7, 2024. Motion passed unanimously.
10. Emily Swett motioned, seconded by John Wetzel, to award the Powell Wrestling Club \$750.00 for the 3-style Tournament, April 5-6, 2024. Motion passed unanimously.
11. John Wetzel motioned, seconded by Ruffin Prevost, to award the Cody 59ers Rock Club \$1,500.00 for the 2024 Wyoming State Mineral & Gem Society Show, May 30-31, 2024. Motion passed unanimously.
12. John Parsons motioned, seconded by John Wetzel, to award the Cody Stampede Parade Committee \$3,000.00 for the 2024 Cody Stampede Parades, July 2-4, 2024. Motion passed unanimously.
13. John Parsons motioned, seconded by Ruffin Prevost, to award Devilstone, LLC \$500.00 for the 2024 Devilstone Run, September 1, 2024. Motion passed unanimously.
14. John Wetzel motioned, seconded by John Parsons, to award Rocky Mountain Songwriters Festival \$3,500.00 for the 4th Annual Yellowstone Songwriters Festival, September 5-7, 2024. Motion passed.

15. John Parsons motioned, seconded by John Wetzel, to go into Executive Session. Motion passed unanimously. Executive Session began at 11:28 a.m.
16. John Wetzel motioned, seconded by John Parsons, to exit Executive Session. Motion passed unanimously. Executive Session concluded at 11:45 a.m.
17. John Wetzel motioned, seconded by John Parsons, to approve a 3% salary increase for the Executive Director retroactive to July 1, 2023. Motion passed unanimously.
18. John Wetzel motioned, seconded by John Parsons, to approve the employment benefit of the Wyoming Pension Program. The first year the employee will contribute 5%. The second year and all following years the benefit will be 100% funded by PCTC with no employee contribution. Motion passed.
19. Emily Swett motioned, seconded by John Parsons, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 11:50 a.m.

CALL TO ORDER

Chairman, Mike Darby called the meeting to order at 10:00 a.m.

APPROVAL OF AGENDA

John Wetzel motioned, seconded by Christine Gleason, to accept the revised agenda. Motion passed unanimously.

APPROVAL OF JANUARY 18, 2024 MEETING MINUTES

John Wetzel motioned to approve the January 18, 2024 meeting minutes as presented, seconded by John Parsons. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

John Wetzel reported that the total lodging tax collections for the month of February were up \$33,515.19 (84.24%) and up \$831,307.14 (34.54%) for the year.

ADMINISTRATIVE BILLS (MARCH):

Delta Dental in the amount of \$394.05 for February Dental Insurance; Mountain Health Co-op in the amount of \$4,061.21 for February Health Insurance; Jay Moody in the amount of \$825.00 for bookkeeping; The Way West Management in the amount of \$2,000.00 for rent and \$345.47 for utilities; TCT in the amount of \$275.45 for Phone/Internet; Canon in the amount of \$159.30 and Office Shop, Inc. in the amount of \$47.95 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$49.50 for water; Amanda Keyes in the amount of \$103.99 for Admin Needs; Goodyear Printing in the amount of \$203.00 for Admin Needs; CAN Surety in the amount of \$175.00 and \$203.00 for Admin Needs; Bonner Crandal Beckett in the amount of \$127.50 for Admin Needs; Sarah Chadd in the amount of \$240.00 for Cleaning; and 360 Office Solutions in the amount of \$42.63 for Cleaning. Administrative bills totaled \$9,300.05.

REQUESTS FOR PAYMENT (MARCH):

Cody Yellowstone in the amount of \$232,481.53 for February expenses; Cody Country Chamber in the amount of \$6,850.06 for visitor center; Heart Mountain Wyoming Foundation in the amount of \$12,440.00 for FY2024 Marketing; Meeteetse Visitor Center in the amount of \$2,469.06 for FY2024 Marketing; Powell Economic Partnership in the amount of \$5,000.00 for visitor center staffing; and Yellowstone Regional Airport in the amount of \$2,382.95 for Air Service Development. Requests for payment totaled \$261,623.60.

Ruffin Prevost motioned to approve the February bills as presented, seconded by John Wetzel. Motion passed unanimously.

Ruffin Prevost motioned to approve the March bills as presented, seconded by John Wetzel. Motion passed unanimously.

ELECTION OF OFFICERS

Ruffin Prevost motioned, seconded by Mike Darby, to elect the slate of PCTC Executive Officers; John Parsons, Chairperson; John Wetzel, Vice-Chairperson; Emily Swett, Treasurer; Christine Gleason, Secretary. Motion passed unanimously.

REPORTS TO THE COUNCIL

OUTDOOR RECREATION STUDY – JAKE JORGENSEN, COO, RRC

Jake Jorgenson gave a report on the results, goals and next steps for the resident study sent to the Cook City and Silver Gate communities as well as the Crandall area residents.

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. The Hallmark Channel has let us know that Cody has been chosen, and they are interested in the SW corner building at the Visitor Center, commonly known as “Rat Haven.” I have two meetings set for next week to make sure all interested parties have a voice to make sure this is what the community wants to see.

The Wild Winter Photography Workshop was a resounding success giving us visitation from multiple states, numerous high-level assets in perpetuity, a reach of over 268K in organic social and 617K in paid social, and incredible feedback from the participants. The Wild West Discovery Workshop will begin on April 4. For this workshop, we have pivoted from a consumer workshop to an influencer campaign. Within the same budget, we are expecting to reach millions of impressions, produce nearly 100 more in creative assets and see a spike in interest of our destination in shoulder season.

The Society of American Travel Writers Western Chapter Conference is officially sold out with 50 high-level media, associates, and emeritus in Park County to start our season off strong. I am currently sending out media bios and tour timelines to all of our partners. I am also collecting payments for the pre and post-tour experiences, as well as booking rooms and meeting space for all participants.

The stones, plaques and 19 bears for the Bears in the Basin program are installed. There is already plenty of positive buzz going around the county. We have a launch plan in place that includes a billboard, PR strategies, social media, local news outlets, marketing material throughout the county, and ribbon cuttings in each town that will include a shotgun start for local kids to be a part of.

I have begun the hiring process for the Brand Content Creator and Coordinator position. We have multiple qualified applicants to choose from both local and from around the country. Our first round of Zoom interviews will begin the week of March 25. The plan is to have this new hire begin sometime within the beginning of the new fiscal year.

I am working with Collette to create an itinerary for their Executive meeting in Cody May 7-10. So far this includes booking hotel rooms and meeting space at the Holiday Inn, experiential dinners at Trailhead and BBCW, a full-day trip to Yellowstone National Park, and some VIP treatment.

Jay Moody and I have started the investment account after sending out an RFP to six local banks. Big Horn Federal Bank won the business for the next year by laddering two different investments with a fixed 4.86% interest rate.

The WYDOT permit for the downtown wayfinding signage has been approved for Powell and Meeteetse with installation beginning at the end of March. Cody should be approved soon as well with installation to begin mid-April.

The PCTC staff, some board members, and myself attended the Wyoming Governor's Conference in Cheyenne meeting with other industry partners, attending professional development workshops, working on contracts with vendors, and celebrating another year of success in the state's number two industry, but highest employing and most consistent.

I have moved forward with Fired Up Culture's Executive Professional Development program which includes coaching for the next six months starting in April.

This is an election year for the lodging tax, the only funding source of the Park County Travel Council. With the absence of a Cody Chamber Executive Director, I will need the PCTC Executive Team to meet with the CCCC Executive team to make a plan of action.

The Destination Development Fund Committee has had multiple meetings, emails and calls to come up with the following options for the board to consider throughout the next two fiscal years:

- \$200,000 in Seed Money Projects
- \$100,000 with a match from partners over the next two years to go towards air service minimum revenue guarantees
- \$200,000 - Signage
- \$50,000 – Conference Center Demand Study
- \$50,000 – Invest in Pathways with Janie Curtis
- \$50,000 – Small interactive murals headed by the Cody Pubic Arts Committee

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

- 3/25 – First Round Interviews Start
- 3/27 @ 9am - Hallmark Channel - Building Removal Discussion #1
- 3/28 @ 9am - Hallmark Channel - Building Removal Discussion #2
- 4/4-4/7 – Wild West Discovery Workshop
- 4/18 – PCTC Half Day Retreat
- 4/18-4/23 – International Roundup, Casper, WY
- 4/25 – Dusty Tuckness Premier – BBCW
- 4/26 – Dusty Tuckness Meeteetse Brunch & Showing – Payne Art Gallery & Studio

FEBRUARY STATS – MONTH RECORD

ATTRACTION/ENTITY	Feb-14	Feb-15	Feb-16	Feb-17	Feb-18	Feb-19	Feb-20	Feb-21	Feb-22	Feb-23	Feb-24	Change	Ytd 14	Ytd 15	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	Ytd 23	FY24	Change
CODY VISITOR CTR WALK INS	486	1,115	NA	1,618	1,665	1,773	1,781	1,562	1,517	2,181	393	-81.98%	2,372	2,603	#VALUE!	3,567	3,569	4,069	3,609	3,330	3,151	4,556	96,088	2009.04%
INQUIRIES / ADVERTISING	4,255	1,479	2,586	2,294	2,056	1,272	2,528	1,814	2,394	4,783	4,825	0.88%	7,520	7,913	5,077	4,340	3,558	2,239	5,347	3,531	4,584	9,374	46,330	394.24%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	688	487	609	113	234	107.08%	#VALUE!	1,266	1,010	1,167	928	3,756	304.74%						
INQUIRIES AAA/C/MISC	7,355	2,550	0	0	2,290	110	17,585	0	16,380	37,440	43,120	15.17%	7,355	2,550	0	0	2,350	110	17,685	0	16,380	37,440	94,690	152.91%
PCTC WEBSITE VISITS	12,440	12,948	9,232	17,386	29,228	37,667	28,450	26,824	38,466	38,944	75,149	92.97%	25,939	24,997	19,821	38,960	37,170	48,071	52,999	56,600	90,138	89,556	1,097,467	1125.45%
PCTC WEBSITE CONVERSIONS	NA	NA	1,200	1,500	1,063	934	2,676	2,007	8,637	2,150	14,550	576.74%	#VALUE!	#VALUE!	2,740	3,116	2,663	1,113	4,703	4,192	18,238	4,016	149,561	3624.13%
BB CENTER OF THE WEST	991	1,477	956	1,813	1,972	1,900	1,054	1,049	1,774	1,186	1,751	47.64%	1,596	2,430	1,745	2,341	2,880	2,368	2,364	2,446	2,934	2,381	152,793	6317.18%
YELLOWSTONE PARK - VEHICLES	28,233	34,389	36,327	32,275	34,263	31,650	41,712	36,897	47,300	45,717	49,291	7.82%	55,011	62,480	66,948	61,793	63,442	65,546	66,943	72,235	92,828	91,426	4,603,980	4935.74%
EAST ENTRANCE - VEHICLES	156	200	192	191	209	269	372	374	417	391	265	-32.23%	348	448	498	479	440	584	675	996	816	680	455,141	66832.50%
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	0	280,894	#DIV/0!
N ENTRANCE - VEHICLES	13,957	20,602	20,183	16,249	16,078	15,299	23,296	23,702	30,331	28,976	32,338	11.60%	27,690	36,352	36,801	30,552	29,087	26,645	43,262	43,602	58,511	57,642	1,088,107	1787.70%
W ENTRANCE - VEHICLES	10,004	9,254	11,695	12,050	13,623	13,092	13,530	11,069	13,841	13,580	13,342	-1.75%	18,768	18,181	21,852	23,464	25,114	15,710	16,179	23,970	28,386	27,015	2,014,399	7356.59%
S ENTRANCE - VEHICLES	4,116	4,287	4,257	3,785	4,353	2,990	4,682	1,752	2,711	2,770	3,348	20.87%	8,205	7,453	7,797	7,298	8,801	4,274	5,604	3,667	5,115	6,089	764,773	12459.91%
YRA ENPLANEMENTS	1,671	1,802	1,758	1,895	1,630	1,838	1,961	839	2,044	1,929	2,279	18.14%	3,486	3,691	3,732	3,395	3,449	3,646	3,986	1,980	4,099	4,210	38,725	819.83%
HEART MOUNTAIN INT CTR	135	173	419	479	116	290	180	81	239	299	154	-48.48%	292	278	666	579	364	526	443	212	376	386	12,079	3029.27%
POWELL VISITOR CTR	210	315	315	51	53	222	255	199	226	129	625	384.50%	410	565	530	136	110	460	543	433	459	286	4,812	1582.52%
MEETEETSE VISITOR CTR	284	175	225	208	232	222	342	397	400	598	66	-88.96%	355	299	342	294	366	336	458	544	795	865	4,757	437.51%

Change represents from FY2023 to FY2024

WYOMING OFFICE OF TOURISM
 Quintin Blair was not in attendance.

OLD BUSINESS

No Old Business

NEW BUSINESS

ASSISTANCE WITH THE WYOMING SHOOTING COMPLEX COSTS

John Wetzel motioned to award The Wyoming Shooting Complex Committee \$2,500.00 to be used to assist with costs, seconded by John Parsons. The funds will come out of the Reserve line item. Motion passed unanimously.

CODY COUNTRY CHAMBER OF COMMERCE REALLOCATION REQUEST

Ruffin Prevost motioned, seconded by John Wetzel, to reallocate funds within the Cody Country Visitor Center FY2024 grant. The funds will be moved from Technology to Operations. Motion passed unanimously.

SPONSORSHIP REQUESTS

Cody Fireworks Committee requested \$5,000.00 for the 2024 Show, July 4, 2024.

John Wetzel motioned, seconded by John Parsons, to award the Cody Fireworks Committee \$5,000.00 for the 2024 show and \$10,000.00 for the 2025 show (from FY2025 budget). The funds for the 2024 show will come out of the Reserve line item. Motion passed unanimously.

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

John Parsons motioned, seconded by John Wetzel, to award the Wyoming Game Wardens Association \$1,000.00 for the 2024 Annual Banquet, April 5-7, 2024. Motion passed unanimously.

Powell Wrestling Club requested \$1,000.00 for their 3-style Tournament, April 5-6, 2024.

Emily Swett motioned, seconded by John Wetzel, to award the Powell Wrestling Club \$750.00 for the 3-style Tournament, April 5-6, 2024. Motion passed unanimously.

Cody 59ers Rock Club requested \$2,000.00 for the 2024 Wyoming State Mineral & Gem Society Show, May 30-31, 2024.

John Wetzel motioned, seconded by Ruffin Prevost, to award the Cody 59ers Rock Club \$1,500.00 for the 2024 Wyoming State Mineral & Gem Society Show, May 30-31, 2024. Motion passed unanimously.

Cody Stampede Parade Committee requested \$3,000.00 for the 2024 Cody Stampede Parades, July 2-4, 2024.

John Parsons motioned, seconded by John Wetzel, to award the Cody Stampede Parade Committee \$3,000.00 for the 2024 Cody Stampede Parades, July 2-4, 2024. Motion passed unanimously.

Celebrities for a Cause requested \$15,000.00 for 2024 Celebrities for a Cause Naming Rights Sponsor.

Request is denied because PCTC does not want naming rights.

Devilstone, LLC requested \$1,500.00 for the Devilstone Run, August 31-September 1, 2024.

John Parsons motioned, seconded by Ruffin Prevost, to award Devilstone, LLC \$500.00 for the 2024 Devilstone Run, August 31-September 1, 2024. Motion passed unanimously.

Rocky Mountain Songwriters Festival requested \$3,500.00 for the 4th Annual Yellowstone Songwriters Festival, September 5-7, 2024.

John Wetzel motioned, seconded by John Parsons, to award Rocky Mountain Songwriters Festival \$3,500.00 for the 4th Annual Yellowstone Songwriters Festival, September 5-7, 2024. Motion passed.

EXECUTIVE SESSION

John Parsons motioned, seconded by John Wetzel, to go into Executive Session. Motion passed unanimously. Executive Session began at 11:28 a.m.

John Wetzel motioned, seconded by John Parsons, to exit Executive Session. Motion passed unanimously. Executive Session concluded at 11:45 a.m.

John Wetzel motioned, seconded by John Parsons, to approve a 3% salary increase for the Executive Director retroactive to July 1, 2023. Motion passed unanimously.

John Wetzel motioned, seconded by John Parsons, to approve the employment benefit of the Wyoming Pension Program. The first year the employee will contribute 5%. The second year and all following years the benefit will be 100% funded by PCTC with no employee contribution. Motion passed.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Emily Swett motioned, seconded by John Parsons, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 11:50 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

4/18/24