

**PARK COUNTY TRAVEL COUNCIL
PUBLIC HEARING & MONTHLY MEETING
THURSDAY, JULY 20, 2023
BOARD ROOM, PARK COUNTY TRAVEL COUNCIL OFFICE
CODY, WY
10:00 A.M.**

PUBLIC BUDGET HEARING

The Public Hearing for FY2024 Budget opened at 10:00 a.m. with Chairman Mike Darby Presiding. No comments were presented.

Chairman Mike Darby closed the Public Hearing at 10:02 a.m.

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: Michael Darby, John Parsons, John Wetzel, Ruffin Prevost, Sandy Newsome, Emily Swett, Christine Gleason and Quintin Blair

ABSENT: Rick Hoeninghausen and Michaela Jones

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes, EJ House, and Stephen Dow (Cody Enterprise)

MOTIONS APPROVED

1. Emily Swett motioned, seconded by Quintin Blair, to accept the agenda. Motion passed unanimously.
2. John Parsons motioned to approve the June 15, 2023 meeting minutes as presented, seconded by John Wetzel. Motion passed unanimously.
3. John Wetzel motioned to adopt the FY2024 budget as advertised and presented, seconded by John Parsons. Motion passed unanimously.
4. John Wetzel motioned, seconded by John Parsons, to approve the Destination Development Funds as presented. Motion passed unanimously.
5. Quintin Blair motioned, seconded by Emily Swett, to fund new outdoor hiking guides produced by Wes Allen in the amount of \$17,000.00, contingent on the contract approved by the board and reviewed by an attorney.
6. John Wetzel motioned, seconded by John Parsons, to award Wild West Balloons \$400.00 for the 2023 Wild West Balloon Festival, July 28-30, 2023. Motions passed unanimously.
7. John Parsons motioned, seconded by John Wetzel, to award Wyoming Agricultural Leadership Council \$1,500.00 for the International Leaders Alumni Conference, September 18-21, 2023. Motion passed unanimously.
8. John Wetzel motioned, seconded by Emily Swett, to award Project Elevate, LLC \$1,000.00 for the 2023 Buffalo Bill Cody Races, September 16, 2023. Motion passed unanimously.
9. John Wetzel motioned to approve the bills as presented, seconded by Sandy Newsome. Motion passed unanimously.
10. John Wetzel motioned, seconded by Quintin Blair, to go into Executive Session. Motion passed unanimously. Executive Session began at 11:16 a.m.
11. John Wetzel motioned, seconded by Quintin Blair, to close Executive Session. Motion passed unanimously. Executive Session closed at 12:25 p.m.
12. Quintin Blair motioned, seconded by John Wetzel, to ratify what was decided in Executive Session. Motion passed unanimously.
13. Sandy Newsome motioned, seconded by Christine Gleason, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 12:30 p.m.

CALL TO ORDER

Chairman, Mike Darby called the meeting to order at 10:02 a.m.

APPROVAL OF AGENDA

Emily Swett motioned, seconded by Quintin Blair, to accept the agenda. Motion passed unanimously.

APPROVAL OF JUNE 15, 2023 MEETING MINUTES

John Parsons motioned to approve the June 15, 2023 meeting minutes as presented, seconded by John Wetzel. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

John Wetzel reported that the total lodging tax collections for the month of January were down -\$3,189.62 (-1.57%) and down -\$341,035.50 (-11.09%) for the year.

ADOPT FY2024 BUDGET

John Wetzel motioned to adopt the FY2024 budget as advertised and presented, seconded by John Parsons. Motion passed unanimously.

ADMINISTRATIVE BILLS:

Park County Travel Council Staff in the amount of \$28,296.99 for June administration; Delta Dental in the amount of \$299.65 for July Dental Insurance; Mountain Health Co-op in the amount of \$4,061.21 for July Health Insurance; Jay Moody in the amount of \$825.00 for bookkeeping; Cody Country Chamber of Commerce in the amount of \$24.00 for the phone bill; The Way West Management in the amount of \$2,000.00 for Rent (July), \$1,000.00 for Rent (February), \$2,000.00 for Rent – Damage Deposit and \$332.85 for Utilities; HBI Insurance in the amount of \$4,329.11 for Liability Insurance; TCT in the amount of \$275.45 for Phone/Internet; Canon in the amount of \$296.60 for Printer/Copier/Scanner/Paper; Office Shop, Inc. in the amount of \$97.57 for Printer/Copier/Scanner/Paper; FP Mailing Solutions in the amount of \$102.80 for Mailing Machine; Sarah Chad in the amount of \$300.00 for Cleaning; Amanda Keyes in the amount of \$203.01 for Admin Needs; Wyoming Fire Safety, LLC in the amount of \$17.00 for Admin Needs; 360 Office Solutions in the amount of \$50.38 for Admin Needs; Master Card – Walmart in the amount of -\$119.39 for uncleared Admin Needs; and Master Card – Capital One in the amount of \$95.00 for Admin Needs. Administrative bills totaled \$44,487.23.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$195,593.61 for June expenses; Cody Country Chamber in the amount of \$8,750.47 for visitor center; Meeteetse Visitor Center in the amount of \$4,384.93 for visitor center staffing and \$2,028.38 for FY2024 Marketing; and Powell Economic Partnership in the amount of \$5,000.00 for visitor center staffing. Requests for payment totaled \$215,757.39.

John Wetzel motioned to approve the bills as presented, seconded by Quintin Blair. Motion passed unanimously.

FINAL REVIEW OF FY2023 BUDGET/EXPENSES

Ryan Hauck presented the final FY2023 budget and expenses to the board.

REPORTS TO THE COUNCIL

EXECUTIVE DIRECTOR REPORT

ARTICLES/FAMS/TV:

Mindy Sink, who was a participant during the 2023 Spring Press Trip, wrote a story for the Denver Post. The story mentions the TravelStorys app, Buffalo Bill Center of the West, Chuckwagon Dinner with 2 Mules Chuckwagon, Mammoth Hot Springs Hotel and YNP. Rick H is also quoted.

Cathy Kopf's story in She Buys Travel came was released. The headline was *22 Best Things To Do in Cody: Capture the True Spirit of the Wild West*. The story is on SheBuysTravel 569,354 and MSN, 64,480,000. The

story includes the Cody Nite Rodeo, Heart Mountain, Absaroka Mountain Lodge, Treads 'N Trails, Wyoming River trips, Sippin' Trail (and the breweries where we stopped), new Chief Joseph Scenic Byway audio tour, Irma Hotel, 2 Mules Chuckwagon, Cody Cattle Company, Pahaska Tepee. Several press trip photos are included (as well as some from the previous trip that Cindy Richards did.)

Two more stories in SheBuysTravel by Cathy Kopf were published named *Rustic Wild West Charm: Buffalo Bill Cabins Cody Wyoming* and *Best Cody WY Lodging Near Yellowstone's East Entrance*. The second story is a roundup of lodging in Cody Yellowstone. That story mentions Chamberlin Inn, Buffalo Bill Resort Cabins, Absaroka Mountain Lodge, The Cody, Best Western Premier Inn & Suites, Irma Hotel, Hampton Inn, Moose reek Lodge, Scout Inn, Western Rose Motel, AmericInn, Super 8 and several RV campgrounds.

Janna, who was on a group Press Trip this May, did a fantastic job on this story in Go World Travel. The monthly audience is 225,000 and their social media audience is as follows: 287,500 FB, 820,000 Pinterest, 12,500, Instagram, 15,000 Twitter. The long list of attractions mentioned are Yellowstone National Park, Buffalo Bill Center of the West, Irma Hotel, Pahaska Tepee, Cody Cattle Co., Sippin' Trail, Cody Craft Brewing, Pat's Brew House, Wyo Old West Taproom, 2 Mules Chuckwagon, Absaroka Mountain Lodge, Wyoming River Trips, Treads N Trails, Travel Story's and Yellowstone Regional Airport

Cody is in a story about best July 4 getaways. It's called the best destination for a "Small Town Vibe." The story is in Readers Digest and MSN. The Comfort Inn is highlighted as the place to stay. IT also mentions the Cody Stampede's 104th anniversary, parades, fireworks and more.

35 Best 4th of July Weekend Getaways 2023 — Where to Go for July 4th (rd.com) UVPM - 3,935,276
35 Best 4th of July Weekend Getaways You Will Never Forget (msn.com) 64,480,000

I was interviewed by Brett French about our new Chief Joseph TravelStory's adventure in late June. Since then, he has developed a story that has been picked up by the Billings Gazette, Missoulian and Casper Star Tribune so far.

[App provides tour guides along Yellowstone driving routes \(missoulian.com\)](https://www.missoulian.com/story/entertainment/2023/07/04/cody-travel-story-adventure/) – UVPM 62,522; Circ 9,852

[App provides tour guides along Yellowstone driving routes \(trib.com\)](https://www.trib.com/story/entertainment/2023/07/04/cody-travel-story-adventure/) – UVPM 74,585, Circ 14, 856

[App provides tour guides along Yellowstone driving routes \(billingsgazette.com\)](https://www.billingsgazette.com/story/entertainment/2023/07/04/cody-travel-story-adventure/) UVPM 40,727, 4,636

Ashlyn Messier wrote a story for yahoo.com in the lifestyle section called *Rural Travel Destinations Where You Can Unplug and Have Fun This Summer*. This story features the city of Cody, Cody Nite Rodeo and the Cody Stampede Rodeo. Audience 136,475,913.

MSN.com featured us in a really good story called *10 Tourist Hotspots in Cody That Live Up to the Hype*. The 10 attractions from 10th to 1st are: Draper Natural History Museum, Wyoming River Trips, Simpson Gallagher Gallery, Cody Firearms Museum, spotting wildlife in the Shoshone National Forest, Cody Dug Up Gun Museum, Buffalo Bill Dam, OTT, Cody Mural & Museum and Buffalo Bill State Park taking the number 1 spot. Monthly Audience is 64,480,000

PROJECTS/PROGRAMS:

Promotion of the 2024 SATW Western Chapter Conference has begun. The Mesereaus attended the 2023 conference in OKC and showcased our newest promotional video, the Find Your Moment 3 minute video, handed out Cody Yellowstone swag and informational material, as well as gave a presentation on what they can expect when they get here. The website will go live by the end of this month for future attendees to start their planning process. I will begin meeting with over 20 partners throughout Park County to discuss their involvement and hopefully their financial partnership as well.

The DDF seed money project contracts, produced by Nick Crandall, have been sent out to all the approved grantees for their signatures. Once received, we will start the process of reimbursements and/or paying vendors directly.

The DDF Committee met with the Mayors of Cody and Meeteetse, representatives from Cody and Meeteetse, and Jack Hoffman with WYDOT to discuss and approved the signage project. Jack had some concerns about the design choices for the downtown signage meeting WYDOT standards which has been revisited by Paul Mills, and the Meeteetse and Cody attendees approved of the designs and locations. The plan everyone agreed to move forward with was to finish our downtowns first, then trailheads, then city and town gateway signage and lastly the on trail signage.

Our website has been undergoing a lot of changes and additions. As mentioned above, we are adding multiple sections for the 2024 SATW Conference. In addition, we are also overhauling our industry page to include resources and toolkits for partners, information about the staff and board, links to our extranet, marketing campaigns we are running and assets for media and operators to help sell us. We have also added pages for our new county passes.

LATE JULY – AUGUST - TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:

- July 26 – 28 – Enoch Hart with Wyoming Signs Site Visit
- August 3-4 – Ryan OOO
- August 10 – Heritage Tours in Kirwin
- August 13-18 – 10 Person Tour Operator FAM
- August 18 – 23 – ESTO in Savannah, GA
- August 21-22 - FY23 Audit with James Reilly CPA
- August 25-30 – 4 Person Media FAM

JUNE STATS – MONTH RECORD

ATTRACTION/ENTITY	Jun-13	Jun-14	Jun-15	Jun-16	Jun-17	Jun-18	Jun-19	Jun-20	Jun-21	Jun-22	Jun-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	22,732	22,009	19,860	18,123	21,322	19,583	20,359	7,332	18,105	18,370	16,625	-8.50%	28,375	40,333	39,406	#VALUE!	#VALUE!	#VALUE!	40,463	14,626	35,424	37,672	39,288	4.29%
INQUIRIES / ADVERTISING	6,823	9,678	4,530	8,157	7,521	6,967	6,880	17,203	1,739	1,844	3,645	97.67%	40,359	36,128	44,650	31,244	26,867	30,576	19,648	28,865	12,990	10,604	25,908	144.32%
VG DIGITAL DOWNLOADS	NA	478	616	496	284	-42.74%	#VALUE!	2,604	3,194	3,523	2,310	-34.43%												
INQUIRIES AAA/VCMISC	0	1,465	3,025	2,595	990	2,585	2,185	3,480	370	0	450	#DIV/0!	29,552	24,402	26,907	27,287	28,986	30,842	26,143	27,320	27,215	30,975	38,970	25.81%
PCTC WEBSITE VISITS	25,352	34,232	38,660	33,651	54,853	86,970	49,040	28,234	94,032	84,254	182,000	116.01%	96,451	130,150	131,356	111,775	196,461	300,237	213,618	127,762	294,010	401,016	523,038	30.43%
PCTC WEBSITE CONVERSIONS	NA	NA	NA	NA	NA	1,455	1,156	1,502	17,714	1,064	30,175	2736.00%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	7,655	5,469	9,786	32,359	57,933	42,662	-26.36%
BB CENTER OF THE WEST	33,335	34,633	33,556	33,243	35,640	34,774	30,457	14,854	38,215	31,433	30,389	-3.32%	52,031	52,519	55,676	53,108	58,114	57,488	51,611	21,288	63,409	57,910	51,440	-11.17%
YELLOWSTONE PARK	624,429	669,642	780,766	838,316	803,298	810,884	781,853	534,155	938,845	536,757	847,864	57.96%	1,016,650	1,084,826	1,296,507	1,432,258	1,353,635	1,359,376	1,358,632	844,864	1,587,998	1,268,209	1,493,510	17.77%
EAST ENTRANCE	93,156	95,267	105,795	111,152	114,397	101,527	94,331	67,989	72,889	54,351	93,189	71.46%	130,217	135,113	154,621	160,138	158,606	150,932	137,954	85,436	118,845	74,759	132,401	77.10%
NE ENTRANCE	38,756	38,511	45,715	48,665	46,069	45,987	47,875	33,582	38,270	20,330	64,833	169.71%	51,590	55,014	63,249	68,096	66,368	62,459	65,551	33,582	58,287	40,277	80,918	100.90%
N ENTRANCE	105,364	110,381	132,725	132,477	130,867	131,131	126,979	96,210	171,054	79,057	156,565	98.04%	225,183	234,621	280,124	298,094	294,184	277,429	283,392	164,936	391,264	331,306	388,458	17.25%
W ENTRANCE	242,237	272,619	327,755	356,974	331,689	355,112	343,387	253,029	400,508	257,012	387,998	50.96%	400,000	434,998	554,668	631,234	590,143	621,791	598,651	274,034	689,428	610,908	669,669	9.62%
S ENTRANCE	144,917	152,865	168,778	189,048	180,609	177,127	169,281	112,806	185,380	126,012	155,280	23.23%	209,571	225,081	246,193	274,689	266,624	269,097	254,748	147,777	259,430	210,963	221,397	4.95%
YRA ENPLACEMENTS	3,432	3,706	3,681	4,387	4,876	4,907	4,979	834	5,045	4,505	3,138	-30.27%	13,006	13,761	14,305	16,082	15,901	16,781	15,151	6,507	12,996	18,602	15,109	-18.79%
HEART MOUNTAIN INT CTR	2,020	2,457	2,345	2,619	2,385	2,775	2,806	1,080	2,624	2,692	2,002	-25.35%	4,058	4,908	4,933	5,732	5,750	6,069	5,782	1,849	4,671	5,440	4,322	-20.55%
POWELL VISITOR CTR	540	610	895	910	167	198	367	449	429	245	332	35.51%	1,451	1,955	3,080	2,921	538	622	1,878	1,390	1,836	1,536	1,217	-20.77%
MEETEETSE VISITOR CTR	426	708	547	617	574	384	350	51	284	356	398	11.80%	1,018	1,598	1,512	1,614	1,531	1,203	1,132	564	1,106	2,310	1,797	-22.21%
BB DAM VISITOR CTR	15,108	15,851	19,276	19,562	20,453	21,063	16,857	8,802	18,734	18,702	19,573	4.86%	22,009	23,521	25,819	26,880	31,409	28,857	24,024	10,424	26,594	25,472	27,710	8.79%
CODY NITE RODEO	27,277	23,297	29,827	30,550	25,804	26,217	25,660	5,671	38,787	46,700	24,249	-48.07%	27,277	23,297	29,827	30,550	25,804	26,217	25,660	5,671	38,787	46,700	24,249	-48.07%

Change represents from 2022 to 2023

WYOMING OFFICE OF TOURISM

Quintin Blair reported that Wyoming Office of Tourism had their board meeting this week and approved the FY2024 budget and contracts with vendors.

YELLOWSTONE REGIONAL AIRPORT

Aaron Buck was not present.

OLD BUSINESS

DESTINATION DEVELOPMENT FUNDS – REPLACEMENT PROJECT(S)

Ryan Hauck discussed the new project(s) with the board.

John Wetzel motioned, seconded by John Parsons, to approve the Destination Development Funds as presented. Motion passed unanimously

NEW BUSINESS

NEW OUTDOOR HIKING GUIDES

Quintin Blair motioned, seconded by Emily Swett, to fund new outdoor hiking guides produced by Wes Allen in the amount of \$17,000.00, contingent on the contract approved by the board and reviewed by an attorney.

SPONSORSHIP REQUESTS

Wild West Balloons requested \$1,000.00 for the Wild West Balloon Festival, July 28-30, 2023.

John Wetzel motioned, seconded by John Parsons, to award Wild West Balloons \$400.00 for the 2023 Wild West Balloon Festival, July 28-30, 2023. Motions passed unanimously.

The Wyoming Agricultural Leadership Council requested \$1,500.00 for the 2023 International Leaders Alumni Conference, September 18-21, 2023.

John Parsons motioned, seconded by John Wetzel, to award Wyoming Agricultural Leadership Council \$1,500.00 for the International Leaders Alumni Conference, September 18-21, 2023. Motion passed unanimously.

Project Elevate, LLC requested \$1,750.00 for the 2023 Buffalo Bill Cody Races, September 16, 2023.

John Wetzel motioned, seconded by Emily Swett, to award Project Elevate, LLC \$1,000.00 for the 2023 Buffalo Bill Cody Races, September 16, 2023. Motion passed unanimously.

GOOD OF THE ORDER

No Good of the Order.

EXECUTIVE SESSION – PERSONNEL

John Wetzel motioned, seconded by Quintin Blair, to go into Executive Session. Motion passed unanimously. Executive Session began at 11:16 a.m.

John Wetzel motioned, seconded by Quintin Blair, to close Executive Session. Motion passed unanimously. Executive Session closed at 12:25 p.m.

Quintin Blair motioned, seconded by John Wetzel, to ratify what was decided in Executive Session. Motion passed unanimously.

ADJOURN

Sandy Newsome motioned, seconded by Christine Gleason, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 12:30 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 8/17/23