

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, OCTOBER 19, 2023
BOARD ROOM, PARK COUNTY TRAVEL COUNCIL OFFICE
CODY, WY
10:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: Michael Darby, John Parsons, John Wetzel, Ruffin Prevost, Sandy Newsome, Rick Hoeninghausen (zoom), Emily Swett, and Quintin Blair

ABSENT: Christine Gleason

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes and Aaron Buck (YRA)

MOTIONS APPROVED

1. John Wetzel motioned, seconded by Quintin Blair, to accept the revised agenda. Sandy Newsome amended the motion to add the Wyoming Shooting Complex to the agenda. Motion passed unanimously.
2. Ruffin Prevost motioned to approve the September 20, 2023 minutes as presented, seconded by John Parsons. Motion passed unanimously.
3. John Wetzel motioned, seconded by Quintin Blair, to approve the bills as presented. Motion passed unanimously.
4. John Wetzel motioned, seconded by Emily Swett, to approve the signing of the contract between Sunlight Sports and PCTC with the caveat that the attorney agrees that PCTC is covered and allowed to share the content of the guides with other entities. Motion passed. Sandy Newsome abstained.
5. John Wetzel motioned, seconded by John Parsons, to approve the signing of the contract between Tanner Lorren and PCTC. Motion passed unanimously.
6. Quintin Blair motioned, seconded by John Wetzel, to create an events account at Pinnacle Bank. Motion passed unanimously.
7. John Parsons motioned, seconded by Emily Swett, to award Cody Country Chamber of Commerce Events Committee \$300.00 for the 2023 Christmas Stroll, November 25, 2023. Motion passed.
8. John Wetzel motioned, seconded by John Parsons, to award Cody Events Committee \$300.00 for the 2023 City Park Santa House, December 9, 10, 15, 16, 17, 20, 2023. Motion passed.
9. John Parsons motioned, seconded by John Wetzel, to award Cody Country Snowmobile Association \$1,000.00 for Avalanche Training, January 5-6, 2023. Motion passed. Quintin Blair abstained.
10. Sandy Newsome motioned, seconded by John Parsons, to award CY Air \$1,000.00 for the 2023 Festival of Trees, November 25-30, 2023. Funds will be used from Unified budget, Partnerships. Motion passed unanimously.
11. Sandy Newsome motioned, seconded by Quintin Blair, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 11:31 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 Quintin Blair, to accept the revised agenda. Sandy Newsome amended the motion to add the Wyoming Shooting Complex to the agenda. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

John Wetzel reported that the total lodging tax collections for the month of September were up +\$69,100.65 (+13.01%) and up +\$433,213.70 (+27.16 %) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$299.65 for September dental insurance; Mountain Health Co-op in the amount of \$4,061.21 for September health insurance; Vision West in the amount of \$1,080.00 for Annual Report Design; White Ink Printing in the amount of \$2,370.00 for Annual Report Printing; Jay Moody in the amount of \$825.00 for bookkeeping; The Way West Management in the amount of \$2,000.00 for rent and \$374.32 for utilities; TCT in the amount of \$275.45 for Phone/Internet; Cannon in the amount of \$159.30 for Printer/Copier/Scanner/Paper; Office Solutions, Inc. in the amount of \$94.61 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$28.50 for water; Amanda Keyes in the amount of \$46.80 for admin needs; Goodyear Printing in the amount of \$550.00 for admin needs; Sarah Chadd in the amount of \$240.00 for cleaning; and Master Card – Staples in the amount of \$24.37 for admin needs. Administrative bills totaled \$12,429.21.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$252,868.23 for September expenses; Cody Country Chamber in the amount of \$18,730.90 for visitor center; Buffalo Bill Dam Visitor Center in the amount of \$2,148.10 for FY2024 Marketing; East Yellowstone Valley Chamber of Commerce in the amount of \$8,874.00 for FY2024 Marketing; Meeteetse Visitor Center in the amount of \$2,349.63 for visitor center staffing and \$31.50 for FY2024 Marketing; and Powell Economic Partnership in the amount of \$5,000.00 for visitor center staffing; and Yellowstone Regional Airport in the amount of \$15,000.00 for Inbound Marketing and \$2,500.00 for Air Service Development. Requests for payment totaled \$307,502.36.

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

REPORTS TO COUNCIL

EXECUTIVE DIRECTOR REPORT

ARTICLES/FAMS/TV:

Cody ice climbing was highlighted in a National Geographic story about top adventures in each state. National Geographic has a UVPM of 8,999,653. The story includes Wyoming Mountain Guides, the ice found in the South Fork, Stringer and Smooth Emerald Milkshake in Deer Creek.

Catherine Parker from the most recent press trip wrote for her Carful of Kids blog that got picked up by MSN. The story includes an embedded YouTube video about Mammoth Hotel. Carful of kids is 3,009. MSN is UVPM 185,045,158

I was invited for a phone interview with Small Market Meetings on why Cody Yellowstone should be on every meeting planner's list of spots to consider. This aired to thousands of planners February 29.

Cody was named one of the top 10 Best Places to Visit in the Fall in the latest USA Today/Reader's Choice ranking. They included our hiking, fishing, off-roading, wildlife watching and exploring attractions such as Buffalo Bill Center of the West, Heart Mountain WW II Interpretive Center and By Western Hands Museum & Gallery.

PROJECTS/PROGRAMS:

In August I ran a 10 person, 7 company tour operator FAM over 5 full days. This was very successful as we now have multiple tours booked for 2024 and 2025 with more coming in.

In August I also ran our annual late summer Media FAM with Catherine Parker, Sherry Spitsnaugle and Anietra Hamper. These ladies represent publications such as carfulofkids.com, Wander with Wonder, TravelingMom, Chicago Tribune, Globe and Mail, GoWorldTravel, Planetware.com, KINUTE.com, TakeMeFishing.org, and Game & Fish Magazine just to name a few. Anietra arrived with a record 12 approved articles that she has to develop content for numerous publications.

I attended the 2023 American Cup Tourism Conference in Boise, ID over 6 days in September. This was one of the best shows I have attended yet with over 23 very qualified buyers whom I am continuing conversations with today. Some of these buyers are even looking to expand their offerings in our area as soon as next year. The staff and I completed our Hogan assessments and training which showcased our individual motives, values and preferences. This will help us formulate a plan to create a more productive office, better work environment, and better utilization of our specific skill sets moving forward.

On September 29 I sent out our FY2023 Annual Report that gets sent out to every Park County resident. I featured our media FAMs, our flood recovery efforts, sales efforts, the winter photography workshop, DDF projects, partnerships with the Wyoming Office of Tourism and many other things showcasing our offices' immense amount of work we accomplished throughout the year.

For the last couple of months, I have met with over 20 partners discussing the 2024 Society of American Travel Writers Western Chapter Conference. These meetings have consisted of informing them of the conference, the role they will play, and asking for partnerships and assistance. It has also given me a chance to sit down 1v1 with our partners to see how we can help them better, which has been eye-opening for me.

I have completed most of my local speaking circuit for the FY2023 review by speaking at Rotary, Cody Club, Coffee Talk in Meeteetse, and the City of Powell city council meeting with more to come throughout November. Each one of these presentations were well attended.

Verb and the PCTC staff have been working on finalizing the three different workshops based off of last years' success. These workshops will include a Wildlife and Photography Workshop in February, a Meet Your Make Workshop in April and an Influencer Yellowstone Adventure Workshop in May or June.

DDF Funded Project Updates

- The projects that were provided seed money are moving forward with their projects and requesting dollars from us as you have seen on a monthly basis. Everything looks to be coming along on time and the way that they were discussed in their proposals.
- Katrina Southern has continued heading the Bears in the Basin project. The bears and locations have been approved by Cody, Powell and Meeteetse.
- The Outdoor Recreation Study is now in the process of delivering the resident study to all Silver Gate, Cooke City and Crandall residents. They have till early December to fill these out and turn them in.
- Kelly is currently working on three film projects looking to film within this fiscal year. After the strikes are over, he expects to see many other projects come our way based off of conversations he has been having with TV Shows specifically.
- Signage for all the downtowns are coming down to final approvals and designs. We are looking to having signs installed across the county this winter.

LATE OCTOBER – NOVEMBER TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:

October 20 – Guy Fieri's DDD will be airing.

October 23 – Katrina job shadowed from a student in Burlington.

October 24-27 – 2023 Fall Hospitality & Tourism Summit, Old Faithful

October 27 – Influencer Workshop Site Visit, Lake Hotel

October 31 – Downtown Trick or Treat

November 15 – Free Community Short Video Seminar, Cody Holiday Inn

November 16 – Fall Retreat, BBCW

November 17 – Shooting Complex State Committee Meeting, Cody

November 23-24 – Thanksgiving Holiday, Office Closed

SEPTEMBER STATS – MONTH RECORD

Attraction/Entity	Sep-13	Sep-14	Sep-15	Sep-16	Sep-17	Sep-18	Sep-19	Sep-20	Sep-21	Sep-22	Sep-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	18,519	17,488	17,206	18,592	21,325	19,502	20,265	12,234	15,571	15,228	15,908	4.47%	98,375	103,269	100,464	#VALUE!	#VALUE!	#VALUE!	99,837	48,366	83,976	84,158	84,714	0.65%	
INQUIRIES / ADVERTISING	2,522	5,785	1,851	2,016	2,333	16,646	16,963	1,609	1,296	2,748	1,538	-44.03%	56,396	54,197	53,559	50,575	51,221	56,940	47,516	46,216	25,437	16,853	33,744	100.23%	
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	NA	NA	209	1,025	376	178	-52.66%	NA	NA	NA	NA	NA	NA	NA	NA	4,153	5,480	4,771	2,968	-37.79%
INQUIRIES AAA/VC/MISC	1,680	1,870	980	175	700	15	550	185	0	0	0	#DIV/0!	34,491	31,002	30,252	30,062	32,316	32,842	28,053	28,400	31,695	30,975	38,970	25.81%	
PCTC WEBSITE VISITS	19,976	17,598	11,131	23,452	34,978	48,401	64,696	24,948	199,208	79,589	65,856	-17.25%	161,758	215,049	252,728	208,941	344,112	491,589	400,578	266,490	722,341	678,213	821,773	21.17%	
PCTC WEBSITE CONVERSIONS	NA	NA	NA	1,540	1,616	1,092	2,328	1,005	30,434	12,693	16,024	26.24%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	11,315	11,310	15,508	98,750	88,989	98,496	10.68%	
BB CENTER OF THE WEST	30,587	28,986	28,563	31,346	30,066	29,536	30,516	20,115	28,543	23,610	27,814	16.96%	155,722	164,300	158,634	157,300	163,182	153,553	150,165	87,691	166,609	135,737	134,504	-0.91%	
YELLOWSTONE PARK	557,925	571,764	680,213	701,754	640,068	724,454	693,118	837,499	882,078	567,587	838,458	47.72%	3,111,923	3,288,804	3,811,831	3,970,965	3,672,273	3,838,363	3,807,818	3,319,551	4,472,982	3,014,569	4,157,949	37.93%	
EAST ENTRANCE	75,407	75,147	88,299	95,650	73,378	92,896	81,834	88,656	105,124	87,204	0	-100.00%	428,363	441,208	498,811	504,653	489,135	463,665	433,511	398,435	463,761	378,229	335,712	-11.24%	
NE ENTRANCE	36,826	37,988	42,848	40,280	38,748	48,683	47,547	50,753	59,160	0	0	#DIV/0!	187,999	195,824	221,162	218,118	213,525	213,069	231,746	200,124	254,803	40,277	207,933	416.26%	
N ENTRANCE	95,151	102,309	114,827	119,676	107,890	132,298	126,508	157,030	156,043	0	0	#DIV/0!	573,499	607,098	691,945	722,858	1,015,204	714,954	700,251	634,149	898,296	331,306	735,123	121.89%	
W ENTRANCE	228,122	243,252	290,797	314,462	280,874	295,567	286,613	374,361	375,370	349,376	0	-100.00%	1,233,296	1,340,824	1,618,401	1,754,150	1,646,166	1,655,627	1,635,743	1,449,600	1,977,322	1,677,028	1,487,447	-11.30%	
S ENTRANCE	122,619	113,068	143,443	131,687	139,178	155,009	150,617	166,439	166,381	131,007	0	-100.00%	688,767	703,850	783,860	771,189	830,536	813,378	787,711	698,240	807,761	625,949	552,611	-11.72%	
YRA ENPLANEMENTS	2,751	3,130	3,075	4,569	4,410	4,269	5,166	2,946	4,535	3,705	3,681	-0.65%	24,161	24,936	25,823	32,344	31,739	32,182	32,769	15,409	29,323	29,771	25,787	-13.36%	
HEART MOUNTAIN INT CTR	1,663	1,774	2,095	2,007	2,375	2,377	2,360	1,416	2,290	2,053	2,090	1.80%	11,127	11,965	12,895	13,631	14,412	14,453	14,674	6,959	12,690	12,120	10,682	-11.86%	
POWELL VISITOR CTR	360	455	480	482	163	393	368	341	322	216	406	87.98%	2,816	3,120	4,835	4,265	956	1,970	3,233	2,254	2,988	2,328	2,365	1.59%	
MEETEETSE VISITOR CTR	503	475	680	651	678	602	52	287	207	858	901	5.01%	2,664	3,511	3,329	4,052	3,761	2,972	1,692	1,291	1,826	4,094	3,964	-3.18%	
BB DAM VISITOR CTR	10,828	11,071	11,438	15,074	9,363	9,998	11,989	7,726	9,132	12,614	13,322	5.61%	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%	

WYOMING OFFICE OF TOURISM

Quintin Blair reported that WOT's next board meeting will be held during the Fall Hospitality & Tourism Summit.

YELLOWSTONE REGIONAL AIRPORT

Aaron Buck gave a report on the enplanements and consulting from the airport.

OLD BUSINESS

SUNLIGHT SPORTS HIKING GUIDES CONTRACT

John Wetzel motioned, seconded by Emily Swett, to approve the signing of the contract between Sunlight Sports and PCTC with the caveat that the attorney agrees that PCTC is covered and allowed to share the content of the guides with other entities. Motion passed. Sandy Newsome abstained.

TANNER LOREN CONTRACT – BEARS IN THE BASIN

John Wetzel motioned, seconded by John Parsons, to approve the signing of the contract between Tanner Lorren and PCTC. Motion passed unanimously.

Quintin Blair is excited about the Bears in the Basin!

NEW BUSINESS

WYOMING SHOOTING COMPLEX

An update on the Wyoming Shooting Complex was given to the board by the members that had attended meetings. A task force meeting will be held in Cody November 17 and will require help from PCTC.

PCTC EVENTS ACCOUNT

Quintin Blair motioned, seconded by John Wetzel, to create an events account at Pinnacle Bank. Motion passed unanimously.

SPONSORSHIP REQUESTS

Cody Country Chamber of Commerce Events Committee requested \$2,700.00 for the 2023 Christmas Stroll, November 25, 2023.

John Parsons motioned, seconded by Emily Swett, to award Cody Country Chamber of Commerce Events Committee \$300.00 for the 2023 Christmas Stroll, November 25, 2023. Motion passed.

Cody Country Chamber of Commerce Events Committee requested \$1,000.00 for the 2024 Horsin' Around Cody, May 11, 2024.

Request was denied.

Cody Events Committee requested \$500.00 for the 2023 City Park Santa House, December 9, 10, 15, 16, 17, 20, 2023.

John Wetzel motioned, seconded by John Parsons, to award Cody Events Committee \$300.00 for the 2023 City Park Santa House, December 9, 10, 15, 16, 17, 20, 2023. Motion passed.

Cody Country Snowmobile Association requested \$1,000.00 for Avalanche Training, January 5-6, 2023.

John Parsons motioned, seconded by John Wetzel, to award Cody Country Snowmobile Association \$1,000.00 for Avalanche Training, January 5-6, 2023. Motion passed. Quintin Blair abstained.

CY Air requested \$1,000.00 for the 2023 Festival of Trees, November 25-30, 2023.

Sandy Newsome motioned, seconded by John Parsons, to award CY Air \$1,000.00 for the 2023 Festival of Trees, November 25-30, 2023. Funds will be used from Unified budget, Partnerships. Motion passed unanimously.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Sandy Newsome motioned, seconded by Quintin Blair, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 11:31 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 Nov. 16, 2023