

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, DECEMBER 14, 2023
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, Sandy Newsome, Rick Hoeninghausen (Zoom), Emily Swett, Christine Gleason and Quintin Blair

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes, Mark Davis (Powell Tribune), Jay Moody and James Reilly

MOTIONS APPROVED

1. John Wetzel motioned, seconded by John Parsons, to accept the revised agenda. Motion passed unanimously.
2. John Parsons motioned to approve the November 19, 2023 meeting minutes as presented, seconded by Quintin Blair. Motion passed unanimously.
3. Emily Swett motioned to approve the bills as presented, seconded by Quintin Blair. Motion passed unanimously.
4. Quintin Blair motioned, seconded by John Parsons, to approve the FY2023 Financial Audit Report. Motion passed unanimously.
5. John Wetzel motioned, seconded by Emily Swett, to allow Ryan Hauck to budget for a new employee. Motion passed.
6. Sandy Newsome motioned, seconded by Emily Swett, to table the Investment Policy until the January meeting. Motion passed unanimously.
7. John Parsons motioned, seconded by Ruffin Prevost, to approve East Yellowstone Valley Chamber of Commerce request to move the remaining grant money from the conference line item into marketing. Motion passed unanimously.
8. Sandy Newsome motioned, seconded by John Parsons, to award Cody Figure Skating Club \$500.00 for the 2024 Cody Spring Classic, April 12-14, 2024. Motion passed unanimously.
9. Quintin Blair motioned, seconded by John Parsons, to go into Executive Session. Motion passed unanimously. Executive Session began at 12:09 p.m.
10. John Wetzel motioned to exit Executive Session, seconded by Quintin Blair. Motion passed unanimously.
11. Emily Swett motioned, seconded by Sandy Newsome, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 12:27 p.m.

CALL TO ORDER

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

APPROVAL OF AGENDA

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

APPROVAL OF NOVEMBER 19, 2023 MEETING MINUTES

John Parsons motioned to approve the November 19, 2023 meeting minutes as presented, seconded by Quintin Blair. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

John Wetzel reported that the total lodging tax collections for the month of November were up +\$79,358.62 (+59.35%) and up +\$780,129.04 (+34.07%) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$205.25 for November Dental Insurance; Mountain Health Co-op in the amount of \$4,061.21 for November 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 \$347.65 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 \$49.48 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$24.50 for Water; Sarah Chadd in the amount of \$180.00 for Cleaning; and 360 Office Solutions in the amount of \$85.65 for Admin Needs. Administrative bills totaled \$8,213.49.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$145,231.40 for November expenses; Cody Country Chamber in the amount of \$7,641.33 for visitor center; East Yellowstone Valley Chamber of Commerce in the amount of \$2,880.00 for FY2024 Marketing; Meeteetse Visitor Center in the amount of \$1,683.23 for visitor center staffing and \$31.50 for FY2023 Marketing; Powell Economic Partnership in the amount of \$5,000.00 for visitor center staffing; and Yellowstone Regional Airport in the amount of \$5,117.05 for Air Service Development. Requests for payment totaled \$167,584.51.

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

REPORTS TO THE COUNCIL

FY2023 FINANCIAL AUDIT REPORT

James Reilly of James Reilly, CPA, P.C. reviewed the FY2023 PCTC Financial Audit. He reported that all expenditures were in order, and it was a clean audit.

Quintin Blair motioned, seconded by John Parsons, to approve the FY2023 Financial Audit Report. Motion passed unanimously.

PENSION SUPPORT

Ryan Hauck presented letters to endorse and support PCTC employees receiving the pension benefit.

EXECUTIVE DIRECTOR REPORT

ARTICLES/FAMS/TV:

Following our strategic plan, I have been working with Dan McCoy and his team with WORTH to help with staffing across Park County. Instead of only holding job fairs in Laramie, we have come up with the idea to hold a student FAM next Fall to the two largest tourist destinations in Wyoming, Jackson and Cody. This should bring around 30-40 possible interns and nearly graduated students to our destination just as we do with the media and tour operators. Dan has also offered us another opportunity for their capstone student projects. This would be for the spring semester. The projects need to relate to tourism or outdoor recreation, timely (must be completed in the spring semester), and be achievable in scope for senior undergraduate students. I will need to send him project ideas that would fit these criteria.

The pit toilets at Outlaw Trailhead were completed this month. This is one of our more expensive seed money projects, and I would say it is well worth it. This will be convenient for locals who use this trail regularly and allow us to start hosting mountain biking and other outdoor events.

To become the official film commission office through the Association of Film Commissioners International for Park County, I have been requesting and attending council meetings to get a resolution signed by the City of

Cody, City of Powell, Town of Meeteetse and Park County Commissioners. I should have all four signed and sent into the AFCI by the end of January.

Verb and the PCTC staff have been working on developing, marketing, and selling three workshops for the remainder of this fiscal year that will bring in non-residents to Park County during the winter and shoulder season. These workshops are Wild Winter Photography Workshop featuring renowned professional photographers Scott Kranz and National Geographic contributor Stephen Matera February 8-12, Wild West Discovery Workshop April 4-7, and Women's Wilderness Retreat May 13-17. Each one of these workshops will have 8-10 paying participants from around the country.

Part of the agreement with Sleeping Giant's seed money projects was allowing the PCTC office to obtain naming rights for the new tubing park and the maintenance road. After discussions with the DDF Committee, we have moved forward with Bob's Tubing Park for the brand-new year-round tubing park. This is named after Bob Richard, the last Yellowstone ranger by horseback, a local historian with family ties to Buffalo Bill, a strong community member, and an individual who has been bringing tourists to Park County for decades. The name of the maintenance road will be called Loop the Loop Trail, named after the road to corkscrew bridge. This was a signature feature as travelers made their way into Yellowstone when the East gate first opened in 1903, and the shape of this trail resembles the shape of the road. The Cody Yellowstone Wyoming logo will also appear on these signs.

We have a brand new production coming to town. Although details are to remain silent right now, we do know that it will bring over 1400 room nights during our slowest months. Kelly and I are currently working with three additional productions as well.

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

- 12/15 - Shooting Complex Meeting and Scouting Location
- 12/15 – Onboarding New #WildWatch Ambassadors
- 12/25 – Company Holiday
- 1/1 – Company Holiday
- 1/12 - 1/15 – American Bus Association Marketplace – Nashville, TN
- 1/8 – 3/9 – New Production Filmed in Park County
- 1/18 – January Monthly Board Meeting

NOVEMBER STATS – MONTH RECORD

ATTRACTION/ENTITY	Nov-13	Nov-14	Nov-15	Nov-16	Nov-17	Nov-18	Nov-19	Nov-20	Nov-21	Nov-22	Nov-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	1,873	2,023	837	2,201	2,048	1,997	1,941	1,458	2,073	2,398	2,315	-3.46%	104,358	109,584	105,511	#VALUE!	#VALUE!	#VALUE!	106,744	53,474	90,584	92,257	92,041	-0.23%
INQUIRIES / ADVERTISING	1,863	1,938	1,129	1,765	953	1,550	1,535	488	1,617	2,748	819	-70.20%	61,507	58,273	56,096	54,809	53,853	60,053	50,970	47,504	29,241	22,053	36,861	67,15%
VG DIGITAL DOWNLOADS	NA	80	722	363	158	-56.47%	#VALUE!	4,317	6,957	5,366	3,264	-39.17%												
INQUIRIES AAA/VC/MISC	0	75	0	0	0	0	0	0	5,120	0	0	#DIV/0!	34,491	31,677	31,452	30,088	32,316	32,842	28,163	28,400	36,815	30,975	38,970	25.81%
PCTC WEBSITE VISITS	5,542	2,805	7,770	18,292	15,891	29,847	25,878	31,489	122,376	43,899	3,558	-91.90%	174,642	225,296	267,033	248,248	385,669	548,966	465,325	319,879	1,028,579	776,005	891,890	14.93%
PCTC WEBSITE CONVERSIONS	NA	NA	NA	1,540	1,616	834	1,496	514	18,261	7,452	7,036	-5.58%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	12,981	14,279	16,544	144,111	105,382	115,460	9.58%
BB CENTER OF THE WEST	1,190	1,146	1,839	2,271	1,849	1,890	1,937	1,774	2,637	2,891	2,567	-11.21%	162,460	173,115	168,971	167,583	173,339	163,030	160,032	97,419	178,888	146,487	146,244	-0.17%
YELLOWSTONE PARK - VEHICLES	11,169	11,537	11,049	24,710	10,468	13,849	15,628	24,132	33,144	17,687	20,109	13.69%	3,170,652	3,495,145	4,074,893	4,237,679	4,094,728	4,070,288	3,994,785	3,703,717	4,822,788	3,264,373	4,477,185	37.15%
EAST ENTRANCE - VEHICLES	800	736	391	2,220	69	44	380	596	2,583	0	0	#DIV/0!	434,419	465,500	526,859	529,848	508,849	477,767	448,241	426,025	497,307	408,122	454,262	11.31%
NE ENTRANCE - VEHICLES	25	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	269,627	40,974	280,894	585.54%
N ENTRANCE - VEHICLES	7,186	7,677	8,915	12,931	9,139	10,801	11,346	19,966	17,438	17,687	20,109	13.69%	592,168	652,761	749,048	775,860	1,065,013	771,150	751,233	731,213	978,896	351,636	1,001,494	184.81%
W ENTRANCE - VEHICLES	2,163	2,341	1,338	6,384	939	2,539	2,618	2,649	9,537	0	0	#DIV/0!	1,254,797	1,432,652	1,738,732	1,882,119	1,746,028	1,781,375	1,711,991	1,622,025	2,130,823	1,825,829	1,983,973	8.66%
S ENTRANCE - VEHICLES	995	782	406	3,175	322	466	1,284	922	3,586	0	0	#DIV/0!	699,263	739,741	833,740	821,814	874,692	858,567	824,632	769,866	875,095	676,032	755,896	11.81%
YRA ENPLACEMENTS	2,143	2,166	2,307	2,375	2,108	2,297	2,294	1,477	2,583	2,589	2,658	2.67%	28,659	28,804	30,752	38,188	37,351	37,217	38,666	17,674	34,880	35,235	31,151	-11.59%
HEART MOUNTAIN INT CTR	207	277	344	285	339	367	354	153	442	198	309	56.06%	12,045	12,973	13,923	14,612	15,487	15,462	15,784	7,555	13,979	13,081	11,550	-11.70%
POWELL VISITOR CTR	300	355	390	302	75	412	207	238	230	189	315	66.67%	3,466	3,815	5,497	4,860	1,103	2,668	3,758	2,839	3,429	2,710	2,975	9.78%
MEETEETSE VISITOR CTR	127	143	112	145	176	147	18	17	252	263	120	-54.37%	2,987	3,855	3,684	4,339	4,131	3,262	1,710	1,337	2,323	4,912	4,313	-12.19%
BB DAM VISITOR CTR	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	78,250	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%

AMERICA'S 250TH ANNIVERSARY

Sandy Newsome reported that the 250th Anniversary of America will happen in 2026. A committee at the state level has been formed and Sandy is the Chair of it.

OLD BUSINESS

NEW POSITION, BRAND CONTENT CREATOR

Ryan Hauck discussed the possibility of a new employee position.

John Wetzel motioned, seconded by Emily Swett, to allow Ryan Hauck to budget for a new employee. Motion passed.

VISITOR CENTER

Mike Darby presented concerns with an ATM put in new the front entrance of the Visitor Center. Sandy Newsome would like to have PCTC's Chairman Darby and Secretary Swett meet with members of the Chamber board to discuss this matter.

NEW BUSINESS

INVESTMENT POLICY

Mike Darby presented the finished investment policy. This policy was created by the committee formed at the November meeting.

Sandy Newsome motioned, seconded by Emily Swett, to table the Investment Policy until the January meeting. Motion passed unanimously.

CHANGE OF ALLOCATIONS TO EAST YELLOWSTONE CHAMBER OF COMMERCE'S GRANT

John Parsons motioned, seconded by Ruffin Prevost, to approve East Yellowstone Valley Chamber of Commerce request to move the remaining grant money from the conference line item into marketing. Motion passed unanimously.

SPONSORSHIP REQUESTS

Cody Figure Skating Club requested \$500.00 for the 2024 Cody Spring Classic / Cowboy State Games, April 12-14, 2024.

Sandy Newsome motioned, seconded by John Parsons, to award Cody Figure Skating Club \$500.00 for the 2024 Cody Spring Classic, April 12-14, 2024. Motion passed unanimously.

EXECUTIVE SESSION

Quintin Blair motioned, seconded by John Parsons, to go into Executive Session. Motion passed unanimously. Executive Session began at 12:09 p.m.

John Wetzel motioned to exit Executive Session, seconded by Quintin Blair. Motion passed unanimously.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Emily Swett motioned, seconded by Sandy Newsome, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 12:27 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 Emily A. [Signature]

Date 1/18/2024