

**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 | 1,604 | -25.60% | 63,092 | 61,553 | 56,637 | 56,696 | 54,446 | 61,430 | 52,505 | 48,836 | 30,836 | 24,209 | 38,465 | 58.88% |
| VG DIGITAL DOWNLOADS | NA | 129 | 638 | 490 | 103 | -78.96% | #VALUE! | 4,446 | 7,595 | 5,856 | 3,209 | -45.20% |
| INQUIRIES AAA/VC/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 | 262,173 | 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 | 6.06% |
| 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 | 269,627 | 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 | 8,216 | 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 ENPLACEMENTS | 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. Nauby

Date 3/21/24