

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, APRIL 18, 2024
PARK COUNTY TRAVEL COUNCIL BOARD ROOM
CODY, WY
8:30 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: John Parsons, Emily Swett, Christine Merz Gleason, Michael Darby, Rick Hoeninghausen, Ruffin Prevost, Quintin Blair, Jill Hartmann and Chris Guyer

ABSENT: John Wetzel

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes, Jay Moody, Aaron Buck (YRA), James Klessens (Forward Cody)

MOTIONS APPROVED

1. Mike Darby motioned, seconded by Quintin Blair, to accept the agenda. Motion passed unanimously.
2. Emily Swett motioned, seconded by Jill Hartmann, to approve the March 21, 2024 meeting minutes as presented. Ruffin Prevost asked that the March 21, 2024 meeting minutes are revised to say that he did not motion to enter into the Executive Session. Motion passed unanimously.
3. Mike Darby motioned, seconded by Rick Hoeninghausen, to approve the April bills as presented. Motion passed unanimously.
4. Quintin Blair motioned, seconded by Chris Guyer, to authorize the Executive Officers, John Parsons, John Wetzel, Emily Swett, Christine Merz-Gleason and Mike Darby as signatories. Motion passed unanimously.
5. Mike Darby motioned, seconded by Quintin Blair, to allow the Executive Director to move forward with the plans for the downtown flags. Motion passed unanimously.
6. Emily Swett motioned, seconded by Quintin Blair, to award the Yellowstone Fire Soccer Association \$2,000.00 for the 2024 Cody Shootout Tournament, May 3-5, 2024. Motion passed unanimously.
7. Quintin Blair motioned, seconded by Christine Merz Gleason, to award Celebrities for a Cause \$1,000.00 for their event, August 14-18, 2024. The board requested that the organization be asked to consider moving the event to a more desired time of month (last two weeks of August) as well as to provide matrix. Motion passed unanimously.
8. Rick Hoeninghausen motioned, seconded by Mike Darby, to go into Executive Session. Motion passed unanimously. Executive Session began at 10:17 a.m.
9. Quintin Blair motioned, seconded by Jill Hartmann, to exit Executive Session. Motion passed unanimously. Executive Session concluded at 10:35 a.m.
10. Quintin Blair motioned, seconded by Jill Hartmann, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 10:35 a.m.

CALL TO ORDER

Chairman, John Parsons called the meeting to order at 8:30 a.m.

APPROVAL OF AGENDA

Mike Darby motioned, seconded by Quintin Blair, to accept the agenda. Motion passed unanimously.

APPROVAL OF MARCH 21, 2024 MEETING MINUTES

Emily Swett motioned, seconded by Jill Hartmann, to approve the March 21, 2024 meeting minutes as presented. Ruffin Prevost asked that the March 21, 2024 meeting minutes are revised to say that he did not motion to enter into the Executive Session. Motion passed unanimously.

REPORTS TO THE COUNCIL

YELLOWSTONE REGIONAL AIRPORT

Aaron Buck announced that SkyWest will be taking over the operation of the United flights starting May 23rd. The contract is for three years. He also reported that the airport has recorded record high enplanements the last three months.

CODY SHOOTING COMPLEX

James Klessens discussed the economic impact the Wyoming Shooting Complex would have for the county if the state chooses to be built it near Cody.

INVESTMENT ACCOUNT

Jay Moody gave an update on the recently opened investment account.

WYOMING OFFICE OF TOURISM

Quintin Blair reported that WOT's next board meeting is Monday in Casper. WOT will also be attending RMI-IPW. Members of the board also went to Washington DC last month to lobby for tourism and transportation.

EXECUTIVE DIRECTOR REPORT

As one of the COOPs offered by the Wyoming Office of Tourism, we are moving forward with a Google Listing and Trip Advisor audit for 250 restaurants, retailers, guides, trailheads, attractions, and other points of interest. This audit helps the way local businesses and attractions look online which is an important part of how consumers view our destination and the potential of visitors planning a trip. This also expands the role of our organization to provide value to community businesses through training and support and promote a positive visitor experience across major travel-planning platforms. The main objectives of this are to promote a positive perception of Cody Yellowstone, amplify the vibrancy and visibility of our destination's assets, and foster readiness by preparing our business and community.

We are preparing for the new fiscal year with a complete brand refresh, WILD FOREVER. This is a refresh from our original campaign WILD, but incorporates new features like icons, breaking the borders of the page, fun taglines like "Earn the Patina", eye-catching imagery that represents our five marketing pillars, utilizing our less used brand colors, and incorporating a new collection of fonts.

The Wild West Discovery Workshop was a resounding success giving us over forty times the amount in estimated media value compared to what was spent at over \$400K, numerous high-level assets in perpetuity, a reach of over 350K in social, and 215 posts across six social media accounts giving us a reach of over 14M highlighting what our destination can offer during the least popular part of the year.

I have been an important part of the Cody Country Chamber of Commerce Executive Director search. After looking through over 30 applicants and interviewing seven of them via Zoom, we have narrowed it down to the final three. The next step in the process is an in-person interview followed by a community reception at the Olive Glenn Golf Course at 5pm on April 29th. The goal is to hire the right person at the start of May for a beginning date sometime towards the end of May.

Society of American Travel Writers is close and we are locking in the final details to make sure it is a success. Drivers from Cody Shuttle and CoveredGrounds Tours are secured. Our welcome reception at the K3 Guest Ranch and closing reception at the BBCW are ready. The pre and post tour experiences are locked in with final payments coming in this week, appointment schedules and morning meeting itineraries were finalized last week, and many other details are on the docket within the next few weeks.

Media and tour operator FAMs for the 2024 calendar are well underway with two Montana-based influencers who came on April 11, 17 international tour operators coming on April 24, Nordic tour operators here on May 13, Evaneos from France here on August 21, the Cody Yellowstone media FAM here on August 5, and the Cody Yellowstone tour operator FAM on August 26. Typically, we see around 60-70 media come our way so we should be seeing a lot more requesting visits very soon as well.

I have had meetings with the county commissioners regarding increasing our air service with matching funds for a minimum revenue guarantee. Seeing promising remarks from Delta through our air service consultant, it is looking like SLC will be the first one we will be able to secure. The MRG should be around \$400,000 based on other MRGs in Wyoming. I have been included in a work session with the commissioners on May 14 for a final ask before they submit their budgets.

I have accepted a proposal from WILD TV, which produces for the Cowboy Channel among other outlets, to do a six-episode series about the Cody Country Horse Sale, Shoshone National Forest otherwise known as the Horse Forest, Buffalo Bill Center of the West, Guest and Dude Ranches of Cody Yellowstone, Cody Stampede Rodeo, and Popular Western Attractions of Cody Yellowstone. For five of these episodes, they will be run as an advertising COOP opportunity for partners in the region to get some huge exposure for a small spend.

We have secured a campaign with KUTV, the most popular station for SLC, to run six segments about Cody Yellowstone during the 4th of July for their Summer Road Trippin' Top Destinations show. These segments will run during prime time for 10 weeks where they will showcase special and unique stops along their journey during their morning and noon newscasts. They'll also share their weekly destinations on their lifestyle show, Fresh Living, and online at KUTV.com with banner ads and a targeted email campaign.

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

- 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
- 5/3 – 5/8 – IPW – Los Angeles
- 5/3 – Opening of the East Gate to Yellowstone
- 5/5 – Parks Day Reception – BBCW (Led by John Parsons)
- 5/6 – Parks Day Morning Business Meeting & Luncheon – Holiday Inn (Led by John Parsons)
- 5/7 – 5/9 – Collette Executive Meeting
- 5/13 – Women's Hiking Retreat
- 5/16 – Board Meeting / Grant Hearings
- 5/25 – Bears in the Basin Ribbon Cutting & Shotgun Start
- 5/27 – Memorial Day – PCTC Office Closed
- 5/30 – 6/2 – Society of American Travel Writers Western Chapter Conference

MARCH STATS – MONTH RECORD

ATTRACTION/ENTITY	Mar-14	Mar-15	Mar-16	Mar-17	Mar-18	Mar-19	Mar-20	Mar-21	Mar-22	Mar-23	Mar-24	Change	Ytd 14	Ytd 16	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	Ytd 23	FY24	Change
CODY VISITOR CTR WALK INS	1,537	2,240	NA	1,558	2,295	2,199	1,252	1,824	2,444	2,557	546	-78.65%	3,909	4,843	#VALUE!	5,125	5,864	6,268	4,861	5,154	5,595	7,113	96,634	27.13%
INQUIRIES / ADVERTISING	4,497	4,181	4,056	2,520	2,486	1,357	2,717	2,716	1,451	5,127	2,939	-42.08%	12,017	12,094	9,172	6,860	6,054	3,596	8,064	6,247	6,035	14,501	49,269	140.28%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	411	478	500	257	215		-16.34%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	1,677	1,488	1,667	1,185	3,971	-28.91%
INQUIRIES AAA/VCM/MS	12,715	5,395	6,637	11,192	23,890	17,875	5,275	22,790	11,970	1,080	180	-83.33%	20,070	7,945	6,637	11,192	26,240	17,985	22,980	22,790	28,350	38,520	94,870	35.67%
PCTC WEBSITE VISITS	13,253	11,313	11,252	22,065	42,937	31,644	18,817	39,395	38,212	56,678	55,422	-0.46%	39,192	36,310	31,073	61,025	80,107	79,715	71,816	94,995	128,350	145,234	1,152,889	13.15%
PCTC WEBSITE CONVERSIONS	NA	NA	1,300	1,600	1,200	852	1,721	1,905	8,989	2,540	2,344	-7.72%	#VALUE!	#VALUE!	4,040	4,716	3,863	1,965	6,424	6,097	27,227	6,556	151,905	-75.92%
BB CENTER OF THE WEST	1,325	1,851	1,895	1,724	2,532	1,786	786	3,105	3,981	2,253	3,237	43.68%	2,921	4,281	3,640	4,065	5,412	4,154	3,150	5,551	6,915	4,634	158,030	-32.99%
YELLOWSTONE PARK - VEHICLES	18,778	22,989	22,924	23,897	22,741	28,698	0	35,611	35,616	30,044	32,862	9.38%	73,789	85,469	82,872	85,660	86,183	94,244	66,943	107,846	128,444	121,470	4,636,842	-5.43%
EAST ENTRANCE - VEHICLES	2	9	0	6	96	0	0	226	159	240	115	-52.08%	350	457	498	485	535	584	675	1,222	975	920	455,256	-5.64%
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	12,352	18,511	16,598	23,897	14,703	20,694	25,464	29,148	29,712	24,348	28,302	8.03%	40,042	54,863	53,399	54,449	43,790	47,339	68,726	72,750	88,223	81,990	1,114,409	-7.07%
W ENTRANCE - VEHICLES	4,175	2,682	4,512	16,243	5,891	6,101	4,826	5,062	4,399	4,013	5,206	29.73%	22,943	20,863	26,364	39,707	31,005	21,811	21,005	29,032	32,785	31,028	2,019,605	-5.36%
S ENTRANCE - VEHICLES	2,249	1,787	1,814	5,563	2,052	1,900	2,213	1,175	1,346	1,443	1,239	-14.14%	10,454	9,240	9,611	12,861	10,853	6,174	7,817	4,842	6,461	7,532	766,012	16.56%
YRA ENPLACEMENTS	2,035	2,183	2,441	2,038	2,383	1,854	1,189	1,186	2,623	2,359	2,421	2.63%	5,521	5,874	6,173	5,433	5,832	5,500	5,175	3,166	6,722	6,569	41,146	-2.28%
HEART MOUNTAIN INT CTR	342	279	426	361	530	462	119	336	412	249	358	43.78%	634	557	1,092	940	894	988	562	548	789	635	12,437	-19.42%
POWELL VISITOR CTR	270	330	352	76	88	283	228	268	248	130	827	382.31%	680	895	882	212	198	743	769	701	707	416	5,439	-41.16%
MEETEETSE VISITOR CTR	80	200	168	175	145	73	30	0	218	10	0	-100.00%	435	499	510	469	511	409	488	544	1,013	895	4,757	-11.65%

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Emily Swett reported that the total lodging tax collections for the month of March were up \$35,812.33 (92.24%) and up \$867,119.47 (35.45%) for the year.

ADMINISTRATIVE BILLS:

Delta Dental in the amount of \$299.65 for March Dental Insurance; Mountain Health Co-op in the amount of \$4,061.21 for March Health Insurance; Jay Moody in the amount of \$1,000.00 for bookkeeping; Powell Tribune in the amount of \$114.00 for Legal Ads; The Way West Management in the amount of \$2,000.00 for rent and \$326.28 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 \$122.08 for Printer/Copier/Scanner/Paper; Big Horn Water in the amount of \$19.00 for water; Administrative Needs: Powell Tribune in the amount of \$396.00, 360 Office Solutions in the amount of \$60.50, Bonner Crandall Becket in the amount of \$42.50, Cody Enterprise in the amount of \$445.40 and Master Card in the amount of \$636.42; Sarah Chadd in the amount of \$300.00 for Cleaning; and Master Card in the amount of \$43.81 for Cleaning. Administrative bills totaled \$10,001.60.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$238,312.45 for March expenses; Cody Country Chamber in the amount of \$12,091.08 for visitor center; East Yellowstone Valley Chamber of Commerce in the amount of \$12,350.02 for FY2024 Marketing; Meeteetse Visitor Center in the amount of \$1629.94 for FY2024 Marketing; and Powell Economic Partnership in the amount of \$5,000.00 for visitor center staffing. Requests for payment totaled \$269,383.49.

Mike Darby motioned, seconded by Rick Hoeninghausen, to approve the April bills as presented. Motion passed unanimously.

AUTHORIZED SIGNERS

Quintin Blair motioned, seconded by Chris Guyer, to authorize the Executive Officers, John Parsons, John Wetzel, Emily Swett, Christine Merz-Gleason and Mike Darby as signatories. Motion passed unanimously.

OLD BUSINESS

NEW FLAGS

Ryan Hauck discussed the idea of having new flags displayed downtown Cody before the Society of American Travel Writers arrive.

Mike Darby motioned, seconded by Quintin Blair, to allow the Executive Director to move forward with the plans for the downtown flags. Motion passed unanimously.

NEW BUSINESS

SPONSORSHIP REQUESTS

Yellowstone Fire Soccer Association requested \$2,500.00 for the 2024 Cody Shootout Tournament, May 3-5, 2024.

Emily Swett motioned, seconded by Quintin Blair, to award the Yellowstone Fire Soccer Association \$2,000.00 for the 2024 Cody Shootout Tournament, May 3-5, 2024. Motion passed unanimously.

Celebrities for a Cause requested \$3,000.00 for their 2024 event, August 14-18, 2024.

Quintin Blair motioned, seconded by Christine Merz Gleason, to award Celebrities for a Cause \$1,000.00 for their event, August 14-18, 2024. The board requested that the organization be asked to consider moving the

event to a more desired time of month (last two weeks of August) as well as to provide matrix. Motion passed unanimously.

EXECUTIVE SESSION

Rick Hoeninghausen motioned, seconded by Mike Darby, to go into Executive Session. Motion passed unanimously. Executive Session began at 10:17 a.m.

Quintin Blair motioned, seconded by Jill Hartmann, to exit Executive Session. Motion passed unanimously. Executive Session concluded at 10:35 a.m.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Quintin Blair motioned, seconded by Jill Hartmann, to adjourn the meeting. Motion passed unanimously. The meeting adjourned at 10:35 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

5/16/24