

**PARK COUNTY TRAVEL COUNCIL
MONTHLY MEETING
THURSDAY, DECEMBER 19, 2024
PARK COUNTY TRAVEL COUNCIL BOARD ROOM
CODY, WY
10:00 A.M.**

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

PRESENT: John Parsons (Zoom), Emily Swett, Christine Gleason, Michael Darby, Quintin Blair, Jill Hartmann, Chris Guyer, Mike Keller (Zoom) and Lee Ann Reiter

ABSENT: John Wetzel

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes, Jay Moody, Jim Reilly (Zoom), Zac Taylor (Powell Tribune), Ruffin Prevost (Zoom – yellowstonegate.com), Jennifer and Damien Anderson (1330 Creative)

MOTIONS APPROVED

1. Quintin Blair motioned, seconded by Mike Darby, to accept the revised agenda. Motion passed unanimously.
2. Jill Hartmann motioned, seconded by Quintin Blair, to approve the November 21, 2024 meeting minutes. Motion passed unanimously.
3. Quintin Blair motioned, seconded by Mike Darby, to approve and adopt the FY2025 Amended Budget as advertised. Motion passed unanimously.
4. Mike Darby motioned, seconded by Quintin Blair, to appoint Lee Ann Reiter to County Appointed Position. Motion passed unanimously.
5. Emily Swett motioned, seconded by Jill Hartmann, to approve the depositories as Pinnacle Bank and Big Horn Federal. Motion passed unanimously.
6. Quintin Blair motioned, seconded by Emily Swett, to approve the payables as presented. Motion passed unanimously.
7. Jill Hartmann motioned, seconded by Chris Guyer, to approve the FY2024 Financial Audit Report. Motion passed unanimously.
8. Chris Guyer, motioned, seconded by Jill Hartmann, to award Wyoming Trucking Association, Inc. \$1,500.00 for the Rocky Mountain Regional Safety Rendezvous, August 6-8, 2025. Motion passed unanimously.
9. Quintin Blair motioned, seconded by Mike Darby, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 11:00 a.m.

CALL TO ORDER

Chairman, John Parsons called the meeting to order at 10:00 a.m.

APPROVAL OF AGENDA

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

APPROVAL OF NOVEMBER 21, 2024 MEETING MINUTES

Jill Hartmann motioned, seconded by Quintin Blair, to approve the November 21, 2024 meeting minutes. Motion passed unanimously.

ADMINISTRATIVE/FINANCIAL REPORTS

LODGING TAX REPORT

Emily Swett reported that the total lodging tax collections for the month of November were up \$75,790.61 (9.14%) and up \$211,902.75 (7.42%) for the year.

APPROVE AND ADOPT FY2025 AMENDED BUDGET

Quintin Blair motioned, seconded by Mike Darby, to approve and adopt the FY2025 Amended Budget as advertised. Motion passed unanimously.

APPOINT LEE ANN REITER TO COUNTY APPOINTED POSITION

Mike Darby motioned, seconded by Quintin Blair, to appoint Lee Ann Reiter to County Appointed Position. Motion passed unanimously.

DEPOSITORIES ARE PINNACLE BANK AND BIG HORN FEDERAL

Emily Swett motioned, seconded by Jill Hartmann, to approve the depositories as Pinnacle Bank and Big Horn Federal. Motion passed unanimously.

ADMINISTRATIVE BILLS:

Cody Yellowstone Staff in the amount of \$27,763.62 for November Payroll; Delta Dental in the amount of \$172.00 for December Dental Insurance; Allied Benefits in the amount of \$4,082.44 for January Health Insurance; Beam Insurance Admin in the amount of \$58.07 for December Vision Insurance; James Reilly, CPA, P.C. in the amount of \$7,250.00 for FY2024 Audit; Jay Moody in the amount of \$1,000.00 for Bookkeeping; Powell Tribune in the amount of \$142.50 for Legal Ads; The Way West Management in the amount of \$2,000.00 for rent and \$337.01 for utilities; TCT in the amount of \$275.45 for phone/internet; Canon in the amount of \$159.30, Office Shop in the amount of \$76.96 and 360 Office Solutions in the amount of \$107.52 for printer/copier/scanner/paper; Big Horn Water in the amount of \$19.00 and 360 Office Solutions in the amount of \$40.08 for water; Kristi Harder in the amount of \$300.00 for cleaning; and Master Card – Amazon in the amount of \$112.72 for administrative needs. Administrative bills totaled \$43,896.67.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$234,534.58 for November expenses; Cody Yellowstone Destination Development Funds in the amount of \$4,760.50 for DDF; Cody Country Chamber in the amount of \$7,704.80 for Visitor Center; and Powell Chamber in the amount of \$5,000.00 for Visitor Center Staffing. Requests for payment totaled \$251,999.88.

MOTIONS TO APPROVE PAYABLES

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

REPORTS TO THE COUNCIL

FY2024 FINANCIAL AUDIT REPORT

James Reilly of James Reilly, CPA, P.C. reviewed the FY2024 PCTC Financial Audit. He reported that all expenditures were in order, and it was a clean audit.

EXECUTIVE DIRECTOR REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

Working with the three local papers in Park County and Mesereau PR, I have developed a local PR plan that I think would work to engage our communities, enhance our reputation, amplify our positive stories, create a

unified brand identity, and give us the ability to respond to local concerns. This local PR plan is low cost and effort for the return I feel we would get from it.

The final design of the 2025 Cody Yellowstone Vacation Guide is complete, sent to the printer, and will have 110,000 copies be distributed the week of January 6 to AAA offices, key locations in the Northwest and Texas through polybag programs, visitor centers and high traffic areas throughout the mountain west, and partners throughout the county. This completely redesigned guide features our #WildWatch Ambassadors throughout, helps us own the east gate and Yellowstone more than ever, includes a commemorative map of the North Fork Highway's signature POIs, and includes a more picture-forward design with less and larger text.

Our winter campaign is fully underway with a slightly different look than our summer campaign. The overarching campaign video focuses on our wildlife and outdoor recreation almost exclusively. 30 and 15 second versions will be playing across our main regional feeder markets including Montana, the front range of Colorado, Wyoming, SLC, Rapid City and key spots throughout SD, and Minneapolis. We also have Verb running social media spots across our more national markets including Oregon, Washington, Arizona, and Texas.

Verb and the PCTC staff have begun our new campaign to launch in the spring of 2026. Ryan Martin and Kalyn Beasley have accepted the partnership to develop a hit song that will accompany our videos. This will need to include a full song along with a produced version for the video in lengths of :30, :15, and :06. For us to get started on the storyboard and our songwriters to begin developing the hook, we need a tagline that will be the driving force behind our campaigns. We know getting to 100% consensus will be tricky/near impossible, but we are trying to find options that feel truer to our brand identity, and we feel locals would also be proud of and support. We would like to land on something that is memorable, ownable (unique to us), and flexible enough to last for years.

A fun opportunity that has presented itself to us over the last three years is having high schoolers come to PCTC to job shadow us. Typically, these students are interested in marketing, but this year we had a student very interested in content creation, filming, and photography. Breanne Walker, a senior from Burlington High School, got to spend the day with myself, Katrina, and Carson to learn about the day in the life of a destination marketer and the hardware and software needed to make it happen.

Earlier this month I was a guest on Wyoming Public Radio, hosted by Olivia Wentz. This interview focused on the vision and success of our marketing campaigns, demographics coming here and who we focus on, local education efforts, Yellowstone National Park gate numbers, spend in the gateway communities, and plans for YRA's air service. Seeing the response I have received from around the state, it went well, but also the reach it got was surprising.

One of the key elements of our new website is our customized chatbot. Not only will this make the traveler's experience more enjoyable, but it will be feeding us more and different kinds of information than we have ever received before. We will now know what people are searching for, what they are and aren't finding, frequently asked questions, what they are interested in, who is engaging with our site, etc.... This info will help us develop a more curated experience on our site, write more relevant blogs and news releases, and even guide us on our social media posts.

There is a lot of preparation going into the America's 250th plan already. I have joined the local committee headed by Jennifer Thoma to start solidifying plans, logos, and budgets. I have also been working closely with Verb to start discussing campaign and budgeting plans to ensure there will be lasting positive effects that we can build on for years beyond 2026. We will also create the main landing pages for our industry and travelers to find out more information about the week's events.

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

12/19 – Q4 Meeting with EYVCoC

12/24 – Office Closed PTO

12/25 – Office Closed for Christmas

12/2 – 12/5 – WY Ice Climbing Festival

12/3 – 12/7 – 2025 Winter Press Trip

1/1 – Office Closed – New Years Day

1/13 – 1/17 – HVS in Market for Demand Study

1/20 – Office Closed – MLK Jr. Day

1/16 – Monthly Board Meeting

1/23 – 1/24 – International Media Marketplace, New York City

1/25 – 1/28 – Wyoming Hospitality and Travel Coalition Board Meeting | Wyoming Governor's Conference, Cheyenne

1/31 – 2/5 – American Bus Association Marketplace, Philadelphia, PA

NOVEMBER STATS – MONTH RECORD

ATTRACTION/ENTITY	Nov-14	Nov-15	Nov-16	Nov-17	Nov-18	Nov-19	Nov-20	Nov-21	Nov-22	Nov-23	Nov-24	Change	Ytd 14	Ytd 15	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	FY24	FY25	Change
CODY VISITOR CTR WALK INS	2,023	837	2,201	2,048	1,997	1,941	1,458	2,073	2,398	2,315	1,852	-20.00%	109,584	105,511	#VALUE!	#VALUE!	#VALUE!	106,744	53,474	90,584	92,257	54,409	47,729	-12.28%
INQUIRIES / ADVERTISING	1,938	1,129	1,765	953	1,550	1,535	488	1,617	2,748	819	2,071	152.87%	58,273	56,096	54,809	53,853	60,053	50,970	47,504	29,241	22,053	11,035	13,154	19.20%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	NA	80	722	363	158	293	85.44%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	4,317	6,957	5,386	978	1,051	7.46%
INQUIRIES AAA/CMISC	75	0	0	0	0	0	0	5,120	0	0	0	#DIV/0!	31,677	31,452	30,088	32,316	32,842	28,163	28,400	36,815	30,975	0	0	#DIV/0!
PCTC WEBSITE VISITS	2,805	7,770	18,292	15,891	29,847	25,678	31,489	122,376	43,899	35,894	73,387	104.45%	225,296	267,033	248,248	385,669	548,966	465,325	319,879	1,028,579	776,005	362,067	462,919	27.85%
PCTC WEBSITE CONVERSIONS	NA	NA	1,540	1,616	834	1,496	514	18,261	7,452	625	998	59.88%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	12,981	14,279	16,544	144,111	105,382	61,163	80,258	31.22%
BB CENTER OF THE WEST	1,146	1,839	2,271	1,849	1,880	1,937	1,774	2,637	2,891	2,567	2,906	13.21%	173,115	168,971	167,583	173,339	163,030	160,032	97,419	178,888	146,487	101,092	98,317	-2.75%
YELLOWSTONE PARK - VEHICLES	11,537	11,049	24,710	10,468	13,849	15,628	24,132	33,144	17,687	20,109	21,133	5.09%	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	3,097,078	3,083,108	-0.45%
EAST ENTRANCE - VEHICLES	736	391	2,220	69	44	380	596	2,583	0	0	0	#DIV/0!	465,500	526,859	529,848	508,849	477,767	448,241	426,025	497,307	408,122	339,332	303,322	-10.81%
NE ENTRANCE - VEHICLES	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	204,490	230,863	228,042	222,439	223,760	239,832	215,350	269,627	40,974	194,471	213,771	9.92%
N ENTRANCE - VEHICLES	7,677	8,915	12,931	9,139	10,801	11,346	19,966	17,438	17,687	20,109	21,133	5.09%	652,761	749,048	775,860	1,065,013	771,150	751,233	731,213	978,896	351,636	622,283	691,728	11.16%
W ENTRANCE - VEHICLES	2,341	1,338	6,384	939	2,539	2,618	2,649	9,537	0	0	0	#DIV/0!	1,432,652	1,736,732	1,882,119	1,746,028	1,761,375	1,711,991	1,622,025	2,130,823	1,825,829	1,386,072	1,329,131	-4.11%
S ENTRANCE - VEHICLES	782	406	3,175	322	466	1,284	922	3,586	0	0	0	#DIV/0!	739,741	833,740	821,814	874,692	858,567	824,632	769,866	875,095	676,032	554,921	545,157	-1.76%
YRA ENPLANEMENTS	2,166	2,307	2,375	2,108	2,297	2,294	1,477	2,563	2,589	2,658	2,358	-11.29%	29,804	30,752	38,188	37,351	37,217	38,666	17,674	34,680	35,235	15,373	17,621	15.92%
HEART MOUNTAIN INT CTR	277	344	285	339	367	354	153	442	198	309	212	-31.38%	12,973	13,923	14,612	15,487	15,462	15,784	7,555	13,979	13,081	7,238	7,202	-0.50%
POWELL VISITOR CTR	355	390	302	75	412	207	236	230	189	315	269	-14.60%	3,815	5,497	4,860	1,103	2,668	3,758	2,839	3,429	2,710	1,778	3,327	87.12%
MEETEETSE VISITOR CTR	143	112	145	176	147	18	17	252	263	120	258	115.00%	3,855	3,684	4,339	4,131	3,262	1,710	1,337	2,323	4,912	2,378	3,657	53.78%
BB DAM VISITOR CTR	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	77,161	77,547	84,356	88,098	77,231	72,576	41,416	75,133	73,367	58,894	52,559	-7.62%
CODY NITE RODEO	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	79,467	93,480	90,891	87,125	84,464	100,290	50,578	121,539	121,106	94,622	60,028	-36.56%

FOLLOW-UPS FROM OUTDOOR RECREATION STUDY

Mike Keller reported that he has reached out to the Montana Governor's office with no response. He will keep trying. Quintin Blair stated that he has a call on December 20th with the Wyoming Office of Tourism Director, Diane Shober, and will go through WOT to get the opportunity to talk to the Wyoming Governor.

OLD BUSINESS

LOCAL PUBLIC RELATIONS PLAN

Ryan Hauck explained the Local PR Plan to the board. He was given some additional ideas that he'll add to the plan and bring back to the January meeting.

CREDIT CARD POINT AUTHORIZATION

The board discussed the credit card points that have accumulated on the company card. They decided that the points will be used for employee travel enhancement and support.

NEW BUSINESS

ACCEPT FY2024 AUDIT

Jill Hartmann motioned, seconded by Chris Guyer, to approve the FY2024 Financial Audit Report. Motion passed unanimously.

SPONSORSHIP REQUESTS

Wyoming Trucking Association, Inc. requested \$1,500.00 for the Rocky Mountain Regional Safety Rendezvous, August 6-8, 2025.

Chris Guyer, motioned, seconded by Jill Hartmann, to award Wyoming Trucking Association, Inc. \$1,500.00 for the Rocky Mountain Regional Safety Rendezvous, August 6-8, 2025. Motion passed unanimously.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Quintin Blair motioned, seconded by Mike Darby, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 11:00 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 1/16/25