

**PARK COUNTY TRAVEL COUNCIL
PUBLIC MEETING & MONTHLY MEETING
THURSDAY, NOVEMBER 21, 2024
BUFFALO BILL CENTER OF THE WEST
WEBSTER BOARD ROOM
CODY, WY
2:00 P.M.**

PUBLIC AMMENDED BUDGET HEARING

The Public Hearing for FY2025 budget opened at 2:00 p.m. with Chairman John Parsons Presiding.

There was one comment from the public. Robin Berry stated that 60% of her guests this last summer did not know that Cody had an airport or rental cars.

Chairman John Parsons closed the Public Hearing at 2:02 p.m.

PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING

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

ABSENT: John Wetzel, Ruffin Prevost

OTHER ATTENDEES: Ryan Hauck, Amanda Keyes, Commissioner Dossie Overfield, Jennifer Thoma, Zac Taylor (Powell Tribune), Angie Coe, Krystal Baum, Mike Christiansen, Erika Quick, Olivia Weitz (Wyoming Public Radio), Karin Richard, Robin Barry, Audrene Sims, Carol Armstrong, Sandra Allshouse, Kate Williams and Ben Williams

MOTIONS APPROVED

1. Quintin Blair motioned, seconded by Jill Hartmann, to accept the agenda. Motion passed unanimously.
2. Jill Hartmann motioned, seconded by Quintin Blair, to approve the September 19, 2024 meeting minutes. Motion passed unanimously.
3. Quintin Blair motioned, seconded by Mike Darby, to approve the September 30, 2024 meeting minutes. Motion passed unanimously.
4. Quintin Blair motioned, seconded by Mike Keller, to approve the October payables. Motion passed unanimously.
5. Quintin Blair motioned, seconded by Emily Swett, to approve the November payables. Motion passed unanimously.
6. Mike Darby motioned, seconded by Quintin Blair, to award Cody Country Chamber's Events Committee \$1,000.00 for the Cody Cowboy Christmas Stroll & Parade, November 30, 2024. Motion passed unanimously.
7. Emily Swett motioned, seconded by Quintin Blair, to award Cody Country Snowmobile Association \$1,000.00 for the 2025 Avalanche Training, January 3-4, 2025. Motion passed unanimously.
8. Jill Hartmann motioned, seconded by Christine Gleason, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 2:52 p.m.

CALL TO ORDER

Chairman, John Parsons called the meeting to order at 12:02 a.m.

APPROVAL OF AGENDA

Quintin Blair motioned, seconded by Jill Hartmann, to accept the agenda. Motion passed unanimously.

APPROVAL OF SEPTEMBER 19, 2024 MEETING MINUTES

Jill Hartmann motioned, seconded by Quintin Blair, to approve the September 19, 2024 meeting minutes. Motion passed unanimously.

APPROVAL OF SEPTEMBER 30, 2024 MEETING MINUTES

Quintin Blair motioned, seconded by Mike Darby, to approve the September 30, 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 October were up \$75,790.61 (9.14%) and up \$211,902.75 (7.42%) for the year.

ADMINISTRATIVE BILLS:

Cody Yellowstone Staff in the amount of \$41,440.42 for October Payroll; Delta Dental in the amount of \$271.75 for November Dental Insurance; Allied Benefit System in the amount of \$4,082.44 for December Health Insurance; Beam Insurance Admin in the amount of \$58.07 for November Vision Insurance; 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 \$339.04 for utilities; TCT in the amount of \$275.45 for phone/internet; Canon in the amount of \$159.30 and Office Shop in the amount of \$212.68 for printer/copier/scanner/paper; Big Horn Water in the amount of \$68.50 for water; Kristi Harder in the amount of \$390.00 for cleaning; 360 Office Solutions in the amount of \$57.57 and Master Card – Amazon in the amount of \$34.22 for administrative needs. Administrative bills totaled \$50,531.94.

REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$193,661.11 for October expenses; Cody Yellowstone Destination Development Funds in the amount of \$9,467.50 for DDF; Cody Country Chamber in the amount of \$10,254.67 for visitor center; East Yellowstone Valley Chamber of Commerce in the amount of \$47,737.42 for FY2025 Marketing Plan; Meeteetse Visitor Center in the amount of \$11,944.87 for Visitor Center staff and \$1,135.00 for FY2025 Marketing Plan; Powell Economic Partnership in the amount of \$5,000.00 for Visitor Center staff; and Yellowstone Regional Airport in the amount of \$15,000.00 for Inbound Marketing. Requests for payment totaled \$294,200.57.

MOTIONS TO APPROVE PAYABLES

Quintin Blair motioned, seconded by Mike Keller, to approve the October payables. Motion passed unanimously.

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

BOARD MEMBER RESIGNATION

John Parsons announced that Ruffin Prevost had resigned from Park County Travel Council effective immediately.

REPORTS TO THE COUNCIL

CODY COUNTRY CHAMBER OF COMMERCE & PAC UPDATE

Jennifer Thoma gave an update on the Lodging Tax PAC that she led with Bob Richard. She then mentioned a list of upcoming Chamber events.

EXECUTIVE DIRECTOR REPORT

PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:

The lodging tax has passed, and by a comfortable amount. I spoke with eight separate groups, attended multiple events with constituents from both sides, and helped the Lodging Tax PAC where I was legally able to provide them with the information they were needing. However, it has shown us that local education is still a hurdle that we need to battle. So, moving forward, Mona will be producing updates based off of my marketing reports that will be posted as editorials in the local papers and passed through on local social media groups.

At the end of September, I traveled to Long Island for the industry trade show called American Cup which brought together 60 DMOs, travel media, receptive operators, and tour operators. I am continually working through follow-ups to date, but the connections and conversations I was able to make will prove to be worthwhile. To end this event Visit Billings and myself got to announce we will be hosting this event next year at the end of August, and people are already signing up. Visit Billings will be featuring their foodie scene and the Beartooth Highway, while we will be featuring our authentic western experiences. We will also have one day in Yellowstone National Park.

Katrina and I went to Halifax to join Verb and their team to recap our recent summer campaigns, creative planning for our website, our upcoming winter campaign, and to begin developing our new overarching brand. Not only did we get access to our dedicated team while we were there, but we got access to the entire company. This was an incredibly valuable trip that should involve executive members from our board each year.

Katrina, Carson, and I attended Fall Summit in Laramie this year. As usual, the WHTC Board and WOT put together an amazing event allowing us the opportunity to connect with our industry partners, learn about possible partnerships with new vendors, state COOPs, legislative updates, and so much more.

Through the Wyoming Office of Tourism's PR department, I conducted four media interviews via Zoom with the main topic of discussion being winter travel in NW Wyoming. All four of them were high level media representing publications such as the NYT, True West Magazine, Travel Taste and Tour Magazine, Outside Channel, and much more. After the interviews, they were very interested in learning more and featuring Cody Yellowstone in their publications. Currently, Mona and I are both getting the info and assets they requested.

I have been meeting with our major stakeholders regarding the Plug Study and HVS Demand Study. Everyone is interested in helping us pursue the agreed-upon result for the plug and wants to know how to help with the Demand Study. As a board, I would like for you all to decide what our ultimate ask should be from each of our partners.

Working with Jesse Miller from Eat Wyoming, Jake Scott with Sitti's Table, Adam Amick, and multiple farmers from Park County, we have produced a highly successful proof of concept farm-to-table event showcasing our local producers and Agri-tourism to the area. This October event brought in twenty-four participants and the reviews were outstanding. Our plan for next year will be to grow this event to 150-200 paying participants in early October (growing our shoulder season), use multiple venues, partner with local chefs and farmers, and make this an incredible signature event for our destination.

We have been hard at work on the 2025 Cody Yellowstone Vacation Guide that will have a whole new style than years' past. We will feature our #WildWatch Ambassadors throughout, own the east gate and Yellowstone more than ever, include a map of the North Fork Highway's signature POIs, and include a more picture-forward design with less and larger text. The final design will be sent to the printers on December 6 for distribution of the 110,000 guides on January 6.

The new website has launch and includes so much more than what we had before. The look and design are modern, AI capabilities that send our partners more leads than we ever have before, and information that caters to more than just the leisure traveler. Soon to come will be an advanced Chatbot and a plug-in that will retarget travelers to our partner's sites based on previous inquiries.

After collaborating so successfully with Robin Hoover with Montana's Yellowstone Country, we have decided to team up for a COOP campaign which will also include Xanterra Yellowstone. This coming spring we plan to utilize influencers and traditional travel media to cover what we hope will be an all-inclusive adventure spanning across all three destinations. Working with the New Xanterra Sales and Marketing Director Todd Walton, we should be able to promote this on the Xanterra outlets as well.

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

- 11/25 – Job Shadow from Burlington High School
- 11/28 - 11/29 – Office Closed for Thanksgiving
- 12/5 – 12/6 – Ryan OOO PTO
- 12/19 – Monthly Board Meeting
- 12/25 – Office Closed for Christmas

OCTOBER STATS – MONTH RECORD

ATTRACTION/ENTITY	Oct-14	Oct-16	Oct-18	Oct-17	Oct-18	Oct-19	Oct-20	Oct-21	Oct-22	Oct-23	Oct-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	4,302	4,210	4,627	4,085	5,421	4,966	3,650	4,535	5,701	5,012	4,825	-3.73%	107,561	104,674	#VALUE!	#VALUE!	#VALUE!	104,803	52,016	68,511	69,859	52,094	45,877	-11.93%
INQUIRIES / ADVERTISING	2,138	1,408	2,469	1,679	1,563	1,919	800	2,187	2,452	2,298	1,833	-20.23%	56,335	54,967	53,044	52,900	58,503	49,435	47,016	27,624	19,305	10,216	11,083	8.46%
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	NA	84	755	232	138	176	27.54%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	4,237	6,235	5,003	820	758	-7.56%
INQUIRIES AAA/VG/MSD	600	1,200	26	0	0	110	0	0	0	0	0	#DIV/0!	31,602	31,452	30,088	32,316	32,842	28,163	28,400	31,695	30,975	0	0	#DIV/0!
PCTC WEBSITE VISITS	7,442	6,535	21,015	25,666	27,530	39,069	21,900	183,862	53,893	66,559	92,135	38.43%	222,491	259,263	229,956	369,778	519,119	439,647	288,390	906,203	732,106	326,173	389,532	19.42%
PCTC WEBSITE CONVERSIONS	NA	NA	1,540	1,616	832	1,473	522	27,100	8,941	9,928	15,191	53.01%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	12,147	12,783	16,030	125,850	97,930	60,538	79,260	30.93%
BB CENTER OF THE WEST	7,669	8,498	8,012	8,308	7,587	7,930	7,954	9,642	7,859	9,173	8,761	-4.49%	171,969	167,132	165,312	171,490	161,140	158,095	95,645	176,251	143,596	98,525	95,411	-3.16%
YELLOWSTONE PARK - VEHICLES	194,804	252,013	242,004	211,987	218,076	171,339	360,034	316,062	232,117	299,127	346,025	15.68%	3,483,608	4,063,844	4,212,969	4,084,250	4,056,439	3,979,157	3,679,585	4,789,644	3,246,686	3,076,969	3,061,975	-0.46%
EAST ENTRANCE - VEHICLES	23,556	27,657	22,975	19,645	14,058	14,350	26,994	30,963	29,893	25,806	28,182	9.21%	464,764	526,468	527,628	508,780	477,723	447,861	425,429	494,724	408,122	339,332	303,322	-10.61%
NE ENTRANCE - VEHICLES	8,666	9,701	9,924	8,914	10,691	8,086	15,226	14,824	697	15,725	20,524	31.15%	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	37,966	48,198	40,071	40,670	45,395	39,636	77,098	63,162	2,643	71,455	68,388	23.70%	645,084	740,133	762,929	1,055,874	760,349	739,887	711,247	961,458	333,949	602,174	670,595	11.36%
W ENTRANCE - VEHICLES	89,467	116,993	121,585	98,923	103,209	73,630	169,776	143,964	148,801	133,318	148,113	11.10%	1,430,311	1,735,394	1,875,735	1,745,089	1,758,836	1,709,373	1,619,376	2,121,286	1,625,829	1,386,072	1,329,131	-4.11%
S ENTRANCE - VEHICLES	35,109	49,474	47,450	43,834	44,723	35,637	70,704	63,748	50,083	52,823	60,718	14.95%	738,959	833,334	818,639	874,370	858,101	823,348	768,944	871,509	676,032	554,921	545,157	-1.76%
YRA ENPLANEMENTS	2,702	2,622	3,469	3,504	2,738	3,603	788	2,974	2,875	2,706	2,707	0.04%	27,638	28,445	35,813	35,243	34,920	36,372	16,197	32,297	32,646	12,715	15,463	21.61%
HEART MOUNTAIN INT CTR	731	684	696	736	642	756	443	847	763	559		-100.00%	12,696	13,579	14,327	15,148	15,095	15,430	7,402	13,537	12,883	6,929	6,432	-7.17%
POWELL VISITOR CTR	340	272	293	72	286	318	347	211	193	295	369	25.08%	3,480	5,107	4,558	1,028	2,256	3,551	2,601	3,199	2,521	1,463	3,058	108.02%
MEETEETSE VISITOR CTR	201	243	142	194	143	0	29	245	555	229	457	99.56%	3,712	3,572	4,194	3,955	3,115	1,692	1,320	2,071	4,649	2,258	3,399	50.53%
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	72,578	41,416	75,133	73,367	56,894	52,559	-7.62%
CODY NITE RODEO	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!	79,467	93,460	90,891	87,125	84,464	100,290	50,578	121,539	121,106	94,822	60,028	-36.56%

DESTINATION DEVELOPMENT PROJECT UPDATES

Signage Update & Gateway Sign Creative

Ryan Hauck discussed the gateway signs and showed the board the designs as well as a brief update on the wayfinding signs.

Outdoor Recreations Study

Ryan Hauck asked the board what they would like to do next with the results they have. It was decided that the Wyoming and Montana Governors need to be on board. Mike Keller volunteered to reach out to the Montana Governor and Quintin Blair will contact the Wyoming Governor. The board also wants to form a committee that includes the original group of people.

HVS DEMAND STUDY

Ryan Hauck asked the board to think about what the ultimate ask would be from other organizations. This topic will be discussed again in the near future.

WYOMING SHOOTING COMPLEX

Ryan Hauck discussed that the \$50,000.00 that PCTC has budgeted for the Complex in FY2025 will go to hiring an agency to run advertising, Shot Show and site visits.

NEW BUSINESS

CREDIT CARD POINTS

Ryan Hauck asked the board what they would like to do with the points that have accumulated on PCTC's credit card. Ryan was asked to do some research and put the topic on a future agenda.

SPONSORSHIP REQUESTS

Cody Country Chamber of Commerce's Events Committee requested \$1,500.00 for the Cody Cowboy Christmas Stroll & Parade, November 30, 2024.

Mike Darby motioned, seconded by Quintin Blair, to award Cody Country Chamber's Events Committee \$1,000.00 for the Cody Cowboy Christmas Stroll & Parade, November 30, 2024. Motion passed unanimously.

Cody Country Snowmobile Association requested \$1,000.00 for the 2025 Avalanche Training, January 3-4, 2025.

Emily Swett motioned, seconded by Quintin Blair, to award Cody Country Snowmobile Association \$1,000.00 for the 2025 Avalanche Training, January 3-4, 2025. Motion passed unanimously.

GOOD OF THE ORDER

No Good of the Order.

ADJOURN

Jill Hartmann motioned, seconded by Christine Gleason, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 2:52 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



Date

