

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

**PARK COUNTY TRAVEL COUNCIL MONTHLY MEETING**

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

**ABSENT:** John Wetzell, Christine Gleason and Ruffin Prevost

**OTHER ATTENDEES:** Ryan Hauck, Amanda Keyes, Jennifer Thoma (Cody Country Chamber of Commerce), Jim Wallenberg (Wyoming Office of Tourism - Zoom), Andy MacLellan (Verb Interactive – Zoom), Bob Richard, Dossie Overfield (Park County Commissioner), Erika Quick, Debbie Millard (Elephant Head Lodge), Mike Christiansen (Shoshone Lodge & Guest Ranch), Chrystal Baum (Rand Creek Ranch), Mary Lynn Bradshaw (9 Cloud), Chris Bacon (Cody Enterprise), Zac Taylor (Powell Tribune), Matt and Stephanie Risacher (Absaroka Lodge), Jake Ivanoff, Justin Vander Werff, Damien and Jennifer Anderson, Diane Walker (Creekside Lodge) and Andrew Rossi

**MOTIONS APPROVED**

1. Quintin Blair motioned, seconded by Mike Darby, to accept the revised agenda. Motion passed unanimously.
2. Quintin Blair motioned, seconded by Emily Swett, to approve the August 15, 2024 meeting minutes. Motion passed unanimously.
3. Mike Darby motioned, seconded by Quintin Blair, to approve the September payables. Motion passed unanimously.
4. Emily Swett motioned, seconded by Quintin Blair, to approve the estimated October payables. Motion passed unanimously.
5. Emily Swett motioned, seconded by Jill Hartmann, to award Wyoming Craft Brewers Guild \$500.00 for the 2024 WYO Craft Brewers Summit, September 25 – 27, 2024. Motion passed unanimously.
6. Jill Hartmann motioned, seconded by Chris Guyer, to award the Cody Country Art League \$1,000.00 for the 2024 The Haunt, October 26, 2024. Motion passed unanimously.
7. Quintin Blair motioned, seconded by Emily Swett, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 12:30 p.m.

**CALL TO ORDER**

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

**APPROVAL OF AGENDA**

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

**WELCOME NEW COUNTY APPOINTED BOARD MEMBER, MIKE KELLER – JOHN PARSONS, CHAIRPERSON**

John Parsons introduced Mike Keller, newest appointed PCTC board member.

## **REPORTS TO COUNCIL**

### **9 CLOUD PRESENTATION ON PREVIOUS AND FUTURE MARKETING EFFORTS - MARY LYNN BRADSHAW, OWNER**

Mary Lynn Bradshaw presented market trends, funding issues and working with PCTC for future efforts. She also mentioned improvements made in 2024, East Yellowstone Valley Chamber of Commerce's analytics and website performance.

### **EAST YELLOWSTONE VALLEY CHAMBER OF COMMERCE UPDATE - MIKE CHRISTIANSEN, PRESIDENT**

Mike Christiansen gave an update on the ranches of the East Yellowstone Valley Chamber.

### **EAST YELLOWSTONE VALLEY CHAMBER OF COMMERCE - BOB RICHARD, PREVIOUS RANCH OWNER & PCTC BOARD MEMBER**

Bob Richard shared his appreciation of the North Fork and the ranches.

### **RECAP OF MEETINGS WITH RYAN HAUCK, JOHN PARSONS AND EYVOC - JOHN PARSONS, CHAIRPERSON**

John Parsons discussed frustrations working with the East Yellowstone Valley Chamber because of lack of communication and the uphill battle because of it.

### **VERB DISCUSSES BRINGING RANCH MARKETING IN-HOUSE - ANDY MACLELLAN**

Andy MacLellan mentioned numerous opportunities for May Lynn Bradshaw to create for the ranches. He discussed everything he could do internally as well as offered to meet with the ranch owners in person when he's in town this fall.

### **PAC UPDATE AND FUNDING REQUEST - JENNIFER THOMA, CODY CHAMBER OF COMMERCE EXECUTIVE DIRECTOR**

Jennifer Thoma gave a brief update on the Cody Country PAC, discussed signage and fundraising.

### **MARKETING REPORT & UPDATE ON NEW WEBSITE - RYAN HAUCK, EXECUTIVE DIRECTOR**

#### **PROJECTS/PROGRAMS/FAMs/FILM/MEDIA:**

Adeina Anderson will visit Monday, Sept. 2 - Friday, Sept. 6 to gather material for "100 Things to Do in Cody Before you Die" as well as for fall travel segments for her six television markets in Denver, Indianapolis, Austin, San Antonio, Richmond, and Tampa. Adeina is calling this the "Fall in Love with Cody" campaign. She will do three live segments in Denver, Austin and Richmond and taped segments in Tampa, Indianapolis, and San Antonio. She will also develop social media posts, reels, and magazine stories. We provided them with a list of restaurants that we would like to showcase including Trailhead, Pat's, Cody Steakhouse, Sitti's Table. Activities will include all-day fishing with North Fork Anglers, YNP day, Cody Firearms Experience, and two-hour trail ride with Bill Cody Ranch. Adeina and Yvonne will also explore BBCW as well as an artist demonstration at By Western Hands.

John Parsons and I have met with Bob & Angela Coe at Pahaska Tepee, Mike Christiansen from Shoshone Lodge and Guest Ranch, Joel and Krystal Baum from Rand Creek Ranch, Diane Walker from Creekside Lodge, Matt Risacher from Absaroka Mountain Lodge, and Debbie Millard from Elephant Head Lodge. They discussed many of their concerns which seem to be cured with us taking their marketing and sales efforts in-house, however, they would not agree. John and I hope that we will come to a solution by the end of this board meeting.

There has finally been some progression on the HVS Conference Center Demand Study. A contract will be signed within this month which will include a detailed plan of what we can expect. I plan on meeting with Forward Cody, Cody City Council, Powell Economic Partnership, and the Park County Commissioners to inform them of the details and encourage their involvement.

We hosted Mark Bedor to help with his current and future projects. Mark is the creator and host of Today's Wild West - a half-hour documentary-style TV series on all things Western, a three-time winner of the National Cowboy Museum's Western Heritage Award for Outstanding Western Lifestyle TV show. He has forty-five episodes air on PBS in ninety-one markets in thirty-two states and many other stations and platforms. He is in Cody Sept. 12 – 22 shooting stories for Today's Wild West including: Profile of custom leather shop Mercury Leather - interview set for 9-14-24 @ 9:30; Story on Buffalo Bill and the founding of Cody - why he chose this spot - why he created the town and built the Irma - and his continuing impact on Cody; The West and the world based on an interview with Buffalo Bill expert Bob Richard, and a tour of the Buffalo Bill Museum at the Center of the West. He is also shooting a segment for Today's Wild West on Blackwater Creek Ranch from 9-15 to 9-21. Sept. 21 he'll begin a story on Rendezvous Royale - filming events including the Quick Draw, Art Sale, and the Patron's Ball, as well as any other activity and events. We may also see some stories produced in Cowboy & Indians magazine as he is a longtime contributor to them.

We have been hosting quite a few groups from our connections at International Roundup from the Great American West including Evasions USA (French), Riksja Reizen (German and Dutch), Marco Vasco (French), Adventure World (Australia/New Zealand), and Voyageurs du Monde (French). Between them all they have visited over twenty partners and four lodging properties to bring future business our way in 2025 and beyond.

Devilstone Run, Visit Gillette, and Visit Sheridan, and Cody Yellowstone ran a COOP influencer campaign to showcase the Black to Yellow route, our All-American Scenic Byways, and must-dos along the way. This campaign was massively successful for very little spend on our side. The influencers and motorcycle media we used were Jess Noblick (@HerTwoWheels), Harvey Briggs (TheAwsomer.com and Roadrunner & Travel), Sarah Schilke (Women Riders Now), Jonathon Klein (Executive Editor from RideApart), and a high-level photographer to capture it all.

I have completed our FY2024 Tour Operator FAM which included nine individuals representing six companies. This was another huge success for our destination. We visited over thirty partners over 6 days, including one day that was dedicated to Yellowstone. We toured the county over five hundred miles and 85 hours during their time here. We have already seen bookings for next year from many of these operators with more on the way.

We completed our FY24 Audit. The report will be presented during our December board meeting.

Our office sent out seventy-nine packets to government agencies, regional and statewide stakeholders, and interested parties in regard to the Outdoor Recreation Study, aka, The Plug. This packet included a cover letter, a recap of all the studies, and the studies themselves.

The FY24 Annual Report is completed and will be sent to every Park County household next week. This report highlights our use of Destination Development Funds, SATW, our marketing focus over the year, tourism stats and lodging tac numbers, grant information, and other wins from our office.

I am working with Jesse Miller, Jake Scott (Sitti's Table), LeAnn Miller, Adam Amick, and Stacey Martin (Chamberlin Inn) to produce a farm-to-table event showcasing our local producers and Agri-tourism to the area. This event will take place in October, trying to extend our successful shoulder season later into the year. This will take a financial partnership on our end, but we will have content and an event to grow annually from this point on working with these partners.

New Website Update (Visual Presentation)

**LATE SEPTEMBER – OCTOBER TRAVEL/IMPORTANT DATES/MEETINGS/OUT OF OFFICE:**

- 9/23 – 9/27 – American Cup – Long Island, NY
- 9/28 – Evasions FAM
- 10/1 - 10-31 – Reel Blast Campaign
- 10/2 - Riksja Reizen FAM
- 10/7 – 10/11 – Fiscal Year Planning with Verb – Halifax, NS
- 10/14 – Columbus Day
- 10/16 – WHTC and WOT Joint Board Meeting – Laramie, WY
- 10/16 – 10/18 – Fall Summit – Laramie, WY
- 10/17 – No Board Meeting for October; Approve Bills only

**AUGUST STATS – MONTH RECORD**

ATTRACTION/ENTITY	Aug-14	Aug-16	Aug-16	Aug-17	Aug-18	Aug-19	Aug-20	Aug-21	Aug-22	Aug-23	Aug-24	Change	Ytd 14	Ytd 16	Ytd 16	Ytd 17	Ytd 18	Ytd 19	Ytd 20	Ytd 21	Ytd 22	FY24	FY25	Chan	
CODY VISITOR CTR WALK INS	20,534	20,841	18,434	21,094	19,177	17,924	10,456	13,811	15,602	13,931	12,971	-6.89%	85,771	83,258	#VALUE!	#VALUE!	#VALUE!	79,572	36,132	68,405	68,930	31,174	28,388	-8.93%	
INQUIRIES / ADVERTISING	4,690	3,267	6,937	15,515	4,151	5,463	4,637	1,641	2,046	3,108	3,633	16.89%	48,412	51,708	48,559	48,888	40,294	30,553	44,607	24,141	14,105	6,380	6,664	4.45%	
VG DIGITAL DOWNLOADS	NA	NA	NA	NA	NA	NA	511	615	571	228	219	-3.95%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	3,944	4,455	4,395	504	458	-9.13%	
INQUIRIES AAA/VC/MISC	1,560	20	830	925	690	0	845	4,480	0	0	0	#DIV/0!	29,132	29,272	29,887	31,616	32,827	27,503	28,215	31,695	30,975	0	0	#DIV/0!	
PCTC WEBSITE VISITS	30,118	66,243	37,655	51,734	58,450	58,989	53,961	107,284	147,661	80,992	107,080	32.21%	197,451	241,597	185,489	309,134	443,188	335,862	241,542	523,133	588,624	193,758	191,813	-1.00%	
PCTC WEBSITE CONVERSIONS	NA	NA	NA	NA	1,077	2,038	1,904	16,449	17,737	22,517	22,541	0.11%	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	10,223	8,982	14,503	68,316	78,296	34,586	50,468	45.92%
BB CENTER OF THE WEST	37,941	34,338	33,310	34,546	30,374	30,321	22,154	32,181	24,900	24,581	27,680	12.61%	135,314	130,071	125,954	133,116	124,017	119,649	67,576	138,066	112,127	61,738	59,897	-2.98%	
YELLOWSTONE PARK - VEHICLES	773,357	854,409	841,036	916,166	813,970	820,006	881,543	921,844	582,211	856,289	871,163	1.74%	2,717,040	3,131,618	3,269,211	3,232,205	3,113,909	3,114,700	2,482,052	3,590,904	2,446,982	1,939,384	1,863,515	-3.91%	
EAST ENTRANCE - VEHICLES	108,692	120,047	113,094	121,025	100,901	98,124	108,545	113,993	90,467	92,920	86,216	-7.21%	366,081	410,512	409,003	415,757	370,769	351,677	309,779	358,637	291,025	220,782	187,797	-14.94%	
NE ENTRANCE - VEHICLES	49,467	56,192	51,712	53,037	48,385	56,855	54,161	56,010	0	66,260	61,565	-7.09%	157,836	178,314	177,838	174,777	164,386	184,199	149,371	195,643	40,277	121,510	126,747	5.96%	
N ENTRANCE - VEHICLES	126,995	132,824	142,676	453,856	145,050	140,144	150,966	161,288	0	168,709	188,754	10.70%	504,789	577,118	603,182	907,314	582,656	573,743	477,119	742,253	331,306	355,912	389,051	9.31%	
W ENTRANCE - VEHICLES	316,299	360,800	382,741	377,854	338,791	346,243	392,107	414,212	354,732	373,005	377,287	1.15%	1,097,572	1,327,604	1,439,688	1,365,292	1,360,060	1,349,130	1,075,239	1,601,952	1,327,652	889,546	619,318	-7.89%	
S ENTRANCE - VEHICLES	171,703	184,545	150,813	210,396	180,843	178,119	176,341	137,012	155,396	159,341	2,544	590,782	640,417	639,502	691,358	658,369	637,094	531,801	621,380	494,942	351,636	338,603	-3.71%		
YRA ENPLACEMENTS	4,046	4,203	5,731	5,509	5,336	5,932	3,289	5,517	3,730	3,833	4,515	17.79%	21,806	22,748	27,775	27,329	27,913	27,603	12,463	24,768	26,066	6,328	9,126	44.22%	
HEART MOUNTAIN INT CTR	2,513	2,876	2,293	2,933	2,418	2,357	1,724	2,507	1,950	2,130	1,959	-8.03%	10,191	10,800	11,624	12,037	12,076	12,314	5,543	10,400	10,067	4,280	4,410	3.04%	
POWELL VISITOR CTR	305	460	472	137	417	461	225	377	201	361	865	139.61%	2,665	4,355	3,783	793	1,577	2,865	1,913	2,666	2,112	762	1,843	141.86%	
MEETEETSE VISITOR CTR	582	562	879	860	485	227	203	228	429	702	1,223	74.22%	3,036	2,649	3,401	3,083	2,370	1,640	1,004	1,619	3,236	1,128	2,332	106.74%	
BB DAM VISITOR CTR	17,897	18,428	19,835	19,224	16,890	15,815	11,510	19,153	17,083	17,329	17,770	2.54%	66,090	66,109	69,282	78,735	67,233	60,589	33,690	66,001	60,753	43,572	39,303	-9.80%	
CODY NITE RODEO	26,214	32,433	30,173	32,088	28,245	28,635	19,383	28,354	28,355	25,315	29,848	17.91%	79,487	93,460	90,891	87,125	84,464	100,290	50,578	121,539	121,106	94,622	60,028	-36.56%	

**WY OFFICE OF TOURISM UPDATE – QUINTIN BLAIR, DISTRICT REPRESENTATIVE**

Quintin Blair reported that state lodging tax collections were up 7% year to year and that there will be \$2M set aside for America’s 250<sup>th</sup> celebrations.

**APPROVAL OF AUGUST 15, 2023 MEETING MINUTES**

Quintin Blair motioned, seconded by Emily Swett, to approve the August 15, 2024 meeting minutes. Motion passed unanimously.

**ADMINISTRATIVE/FINANCIAL REPORTS**

**LODGING TAX REPORT**

Ryan Hauck reported that the total lodging tax collections for the month of August were down -\$30,203.63 (-4.16%) and up \$108,074.37 (7.57%) for the year.

**PCTC & VISITOR CENTER AGREEMENTS**

Ryan Hauck discussed the agreements with the board.

**ADMINISTRATIVE BILLS:**

Cody Yellowstone Staff in the amount of \$27577.06 for August payroll; Delta Dental in the amount of \$433.80 for September Dental Insurance; Allied Benefit System in the amount of \$4,082.44 for September Health Insurance; Beam Insurance Admin in the amount of \$58.07 for September Vision Insurance and \$58.07 for

October Vision Insurance; Jay Moody in the amount of \$1,000.00 for bookkeeping; Brown & Brown Insurance in the amount of \$2,304.00 for Board Liability Insurance; Powell Tribune in the amount of \$213.74 for legal ads; The Way West Management in the amount of \$2,000.00 for rent and \$380.40 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 \$879.48 and 360 Office Solutions in the amount of \$161.27 for printer/copier/scanner/paper; Big Horn Water in the amount of \$21.00 and 360 Office Solutions in the amount of \$43.55 for water; Sarah Chadd in the amount of \$300.00 for cleaning; and Jay Moody in the amount of \$440.72, HUB International in the amount of \$100.00 and Master Card – YNP, Amazon, Walmart in the amount of \$241.03 for administrative needs. Administrative bills totaled \$40,729.38.

#### REQUESTS FOR PAYMENT:

Cody Yellowstone in the amount of \$212,109.45 for August expenses; Buffalo Bill Dam Visitor Center in the amount of \$2,025.00 for FY2025 Marketing; Cody Country Chamber in the amount of \$20,592.53 for visitor center and \$10,000.00 for the Buffalo Bill Art Show & Sale Marketing; Powell Visitor Center in the amount of \$5,000.00 for Visitor Center; and Yellowstone Regional Airport in the amount of \$3,750.00 for Air Service Development. Requests for payment totaled \$253,476.98.

#### MOTIONS TO APPROVE PAYABLES

Mike Darby motioned, seconded by Quintin Blair, to approve the September payables. Motion passed unanimously.

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

#### **NEW BUSINESS**

#### SPONSORSHIP REQUESTS

Wyoming Craft Brewers Guild requested \$1,000.00 for the 2024 WYO Craft Brewers Summit, September 25-27, 2024

Emily Swett motioned, seconded by Jill Hartmann, to award Wyoming Craft Brewers Guild \$500.00 for the 2024 WYO Craft Brewers Summit, September 25 – 27, 2024. Motion passed unanimously.

Cody Country Art League requested \$1,500.00 for the 2024 The Haunt, October 26, 2024.

Jill Hartmann motioned, seconded by Chris Guyer, to award the Cody Country Art League \$1,000.00 for the 2024 The Haunt, October 26, 2024. Motion passed unanimously.

Miss Wyoming Organization requested \$600.00 - \$2,500.00 for an Advertisement in the Ms. America Program Magazine, January 2025.

Request was denied because it does not fit mission and sponsorship guidelines.

#### **GOOD OF THE ORDER**

No Good of the Order.

#### ADJOURN

Quintin Blair motioned, seconded by Emily Swett, to adjourn to meeting. Motion passed unanimously. The meeting adjourned at 12:30 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 Christine Mylton

Date 11/21/24