

Crook County Promotion Board
Meeting of January 4, 2016 - 4:00 pm
Old West Texas Trail Museum – Moorcroft, WY

Attending: President Rose Ann Olson, Robyn Finch, Secretary/Treasurer, members Andrea Wood and Cynthia Clonch, and Jennifer from Sagebrush Marketing. Joleen Hart was conferenced in via telephone.

Absent: At present we do not have a representative from Pine Haven. Cynthia will follow up with Larry Suchor in Pine Haven. A couple of other names have come up as possible active members for the Board.

President Rose Olson called the meeting to order at 4 pm.

Approve Agenda, Minutes and Treasurer's Report: A motion to approve the agenda was made by Robyn, seconded by Andrea, and passed. The minutes and the treasurer's report were approved with a motion by Andrea and second by Cynthia.

OLD BUSINESS

Brochure design: Since we are not including Gillette and Wright in this year's brochure, we can probably cut down on the number of panels needed. Jen presented a 8 panel layout for review. Rose feels that the map as shown should be bigger, and discussion deemed that the map be enlarged and that some of the pictures and some text on the map also be modified. There were some additions and deletions made to the Accommodations and Dining areas in the brochure. Jen stated that the cost to print the brochure will be \$19,549 as it was presented. With changes made by the Board, it may run a little more. Jen will redo the layout and send out another proof via e-mail.

Website: Sagebrush Marketing is extracting the website from Waves Web Design and then will re-build it and revisit it.

Logo: Coming up with a logo continues to be a discussion item. Andrea feels that we need one so that it can be used on everything and will become recognizable. Everyone agrees that branding is important. Images of Teddy Roosevelt still seem to be a favorite. Jen will check into the copyrights and other issues that might come up with some of the suggestions of using a cartoon caricature of Teddy Roosevelt. Andrea will check with Joe Baron for issues using area line art. Jen will resend some of the images she has researched. A line art of the Tower might also be another idea as a brand.

GPS Travel Story: Jen presented a map layout for the first section, the Devils Tower area. The next step is gathering information. Jen is working on this and will be sending it out so that we can begin matching the sites and stories.

Joint Powers Agreement: Andrea's question to the Board was concerning the number of members we would like to have. The Board feels that six is a good number. Andrea will soon have the final version done. We need approval from each city council and the County Commissioners will need to sign off on the document, and then it will go the the State for approval. She is hoping for it to be done by the March meetings.

The Bylaws are pretty much finished, but we need the Amended Joint Powers Agreement in place first.

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Billboard sign on I-90: The vinyl on the billboard is severely torn and in need of repair. Rose checked on the cost for new vinyl. It is \$950 to replace. This cost is not in our budget for this year, and we would also want to coordinate new design and artwork. After discussion, a motion was made by Andrea, seconded by Robyn to replace the billboard wrap. Motion was passed.

Area Visitor's Guides: In the past, we have approved \$1,000 each for Sundance and Hulett to place an ad in their Visitor Guide. Andrea moved that we approve the proper application from the Hulett Chamber of Commerce and pay \$650 for an ad in their Visitor Guide. In the future, all Chambers must submit an application and be considered for a grant for their Visitor Guide. Cynthia seconded that motion and it passed..

Miles Marketing E-leads: Jen suggested that we purchase the e-leads from Miles Marketing., where we get 1500 leads for \$2,175 or \$1.45 each. WY Forever West also sells e-leads but they cost more. We will have to amend our budget again to add the e-leads program, so we will not purchase them at this time, but keep it in mind.

NEW BUSINESS:

Wyoming Forever West: We will contact this through Jen, and she will create an ad for this publication. A motion was made by Robyn, seconded by Cynthia and passed. Jen will follow through with this project.

Gillette News Record: They were looking for advertising to be connected with the High School Rodeo finals held in Gillette. This does not fit into our parameters, so will will not do it.

Lodging Vendors: Joleen has this list and all Board members have reviewed it. Jen will make telephone calls and try to determine which ones on the list are no longer in business.

Election of Officers: After discussion, the Board moved to accept the nominations of the present officers and to re-elect them for another year. Rose An Olson remains as President, Joleen Hart as Vice-President, and Robyn Finch as Secretary/Treasurer. Andrea made this motion, Cynthia seconded, and it passed.

Grants: We had no grant applications to review.

The next meeting will be held March 7th, 2016 in Sundance at the Sundance Meeting Room in the Post Office Building. It will begin at 4:30 pm. Robyn will make the arrangements to use the room.

Respectfully Submitted.



Robyn Finch
Secretary, Crook County Promotion Board

**Crook County Promotion Board
Treasurer's Report
For Meeting of January 4, 2016**

Regular Checking Account	\$ 59,589.42
45832 Certificate	<u>\$ 18,344.41</u>
Balance on hand	\$ 77,933.83

Deposits:

Crook County Treasurer	09/30/15 distribution	\$14,979.54
Crook County Treasurer	10/30/15 distribution	\$12,423.33

Profit and Loss Detail attached:

July 1, 2015 – January 3, 2016

Attachments:

Wyoming Department of Revenue distribution detail runs of 09/30 and 10/30, 2015

Crook County Promotional Board
Profit & Loss
July 1, 2015 through January 3, 2016

	<u>Jul 1, '15 - Jan 3, 16</u>
Ordinary Income/Expense	
Income	
WY Tax Distrib.	62,445.96
Total Income	<u>62,445.96</u>
Expense	
Business Expenses	
Business Registration Fees	486.00
Total Business Expenses	<u>486.00</u>
Contract Services	
Outside Contract Services	9,069.00
Total Contract Services	<u>9,069.00</u>
Crook County Promo Advertising	
Distribution	373.47
Magazine ads	14,365.32
Signage	3,642.00
Total Crook County Promo Advertising	<u>18,380.79</u>
Grant Distribution	2,700.00
Operations	
Books, Subscriptions, Reference	100.00
Total Operations	<u>100.00</u>
Tax Distribution Paid Out	2,644.82
Web Page	335.00
Total Expense	<u>33,715.61</u>
Net Ordinary Income	<u>28,730.35</u>
Net Income	<u><u>28,730.35</u></u>

7:13 PM

01/03/16

Accrual Basis

Crook County Promotional Board

Profit & Loss Detail

July 1, 2015 through January 3, 2016

Type	Date	Num	Name	Memo	Amount	Balance
Ordinary Income/Expense						
Income						
WY Tax Distrib.						
Deposit	7/23/2015		Crook County Treasurer	5/2015 dist.	1,342.80	1,342.80
Deposit	8/24/2015		Crook County Treasurer	6/2015 dist.	4,566.08	5,908.88
Deposit	9/18/2015		Crook County Treasurer	7/2015 dist.	9,702.08	15,610.96
Deposit	10/20/2015		Crook County Treasurer	8/31/15 dist.	19,432.13	35,043.09
Deposit	11/18/2015			Deposit	14,979.54	50,022.63
Deposit	12/11/2015		Crook County Treasurer	Deposit	12,423.33	62,445.96
Total WY Tax Distrib.					62,445.96	62,445.96
Total Income					62,445.96	62,445.96
Expense						
Business Expenses						
Business Registration Fees						
Check	11/3/2015	1011	Black Hills, Badlands & Lakes	membership to BH&B	486.00	486.00
Total Business Registration Fees					486.00	486.00
Total Business Expenses					486.00	486.00
Contract Services						
Outside Contract Services						
Check	9/20/2015	1001	Sagebrush Marketing		1,149.00	1,149.00
Check	9/24/2015	1005	Travel Storys GPS	GPS app for Crook County	3,240.00	4,389.00
Check	11/20/2015	1014	Travel Storys GPS		3,592.00	7,981.00
Check	12/17/2015	1017	Travel Storys GPS		1,088.00	9,069.00
Total Outside Contract Services					9,069.00	9,069.00
Total Contract Services					9,069.00	9,069.00
Crook County Promo Advertising						
Distribution						
Check	7/6/2015	989	Certified Folder		77.35	77.35
Check	7/30/2015	994	Certified Folder		67.47	144.82
Check	7/30/2015	995	Certified Folder		51.78	196.60
Check	9/16/2015	1000	Certified Folder		140.59	337.19
Check	9/24/2015	1004	Certified Folder		36.28	373.47
Total Distribution					373.47	373.47
Magazine ads						
Check	9/24/2015	1006	Miles Marketing Destinations	WY Traveler's Journal	5,062.66	5,062.66
Check	11/3/2015	1011	Black Hills, Badlands & Lakes	full page ad in SD Vacation Gu...	4,240.00	9,302.66
Check	11/20/2015	1013	Miles Marketing Destinations		5,062.66	14,365.32
Total Magazine ads					14,365.32	14,365.32
Signage						
Check	7/30/2015	993	Lamar		507.00	507.00
Check	8/11/2015	997	Lamar		507.00	1,014.00
Check	9/16/2015	999	Lamar		507.00	1,521.00
Check	10/6/2015	1007	Lamar		507.00	2,028.00
Check	10/28/2015	1009	Lamar		507.00	2,535.00
Check	11/3/2015	1011	Black Hills, Badlands & Lakes	pre-roll video Co-Op	600.00	3,135.00
Check	12/11/2015	1015	Lamar		507.00	3,642.00
Total Signage					3,642.00	3,642.00
Total Crook County Promo Advertising					18,380.79	18,380.79
Grant Distribution						
Check	7/25/2015	991	Ride A Horse-Feed a Cowboy		750.00	750.00
Check	7/25/2015	992	Wyoming Ag in the Classroom		1,450.00	2,200.00
Check	9/22/2015	1003	Sundance Beer Festival	2015 beer festival	500.00	2,700.00
Total Grant Distribution					2,700.00	2,700.00
Operations						
Books, Subscriptions, Reference						
Check	12/11/2015	1016	WTIC		100.00	100.00

7:13 PM

01/03/16

Accrual Basis

Crook County Promotional Board

Profit & Loss Detail

July 1, 2015 through January 3, 2016

Type	Date	Num	Name	Memo	Amount	Balance
Total Books, Subscriptions, Reference					100.00	100.00
Total Operations					100.00	100.00
Tax Distribution Paid Out						
Check	7/30/2015	996	City of Sundance		53.61	53.61
Check	8/25/2015	998	City of Sundance		174.47	228.08
Check	9/20/2015	1002	City of Sundance	7/2015 dist	323.48	551.56
Check	10/21/2015	1008	City of Sundance	8/31/15 distribution	1,087.05	1,638.61
Check	12/31/2015	1018	City of Sundance		451.28	2,089.89
Check	12/31/2015	1019	City of Sundance		554.93	2,644.82
Total Tax Distribution Paid Out					2,644.82	2,644.82
Web Page						
Check	10/31/2015	1010	Wave's Web Design		65.00	65.00
Check	11/13/2015	1012	Wave's Web Design	CMS Silver Package Hosting	270.00	335.00
Total Web Page					335.00	335.00
Total Expense					33,715.61	33,715.61
Net Ordinary Income					28,730.35	28,730.35
Net Income					28,730.35	28,730.35

Wyoming Department of Revenue

122 West 25th Street
Cheyenne, Wyoming 82002-0110

10/01/2015

Lodging Tax Distribution Detail

Distribution run of: 09/30/2015

County: 18 Crook

Intra-County Apportionment of Lodging Tax Collected:

Entity	Amount	Percentage within County
Crook	\$4,730.27	31.58%
Moorcroft	\$1,543.52	10.31%
Sundance	\$4,512.78	30.13% <i>451.28 #1018</i>
Hulett	\$4,191.45	27.98%
Totals:	\$14,978.02	100.00%

**Total Lodging Tax distributable after
Adminstrative Fee deduction**

Lodging Tax: \$14,978.02
~~Super-Now Int.:~~ ~~=====1.52=====~~
Total: \$14,979.54

Wyoming Department of Revenue

122 West 25th Street
Cheyenne, Wyoming 82002-0110

11/03/2015

Lodging Tax Distribution Detail

Distribution run of: 10/30/2015

County: 18 Crook

Intra-County Apportionment of Lodging Tax Collected:

Entity	Amount	Percentage within County
Crook	\$2,750.56	22.14%
Moorcroft	\$1,172.39	9.44%
Sundance	\$5,449.30	43.87%
Hulett	\$2,692.44	21.67%
Pine Haven	\$357.41	2.88%
Totals:	\$12,422.10	100.00%

544.93 # 1019

Total Lodging Tax distributable after
Administrative Fee deduction

Lodging Tax:	\$ 12,422.10
Interest:	\$ 1.23
Total:	\$ 12,423.33