

**CROOK COUNTY PROMOTION BOARD
BYLAWS**

Adopted March 2013
Revised December 2017
1st Reading January 2018

- A. **Organization**: The Crook County Promotion Board, hereinafter referred to as CCPB, is organized as a joint power board pursuant to Wyoming Statute 16-1-104 (1977) and 39-6-412 (j) (B) (I); and is governed by the Joint Powers Agreement of July 13, 1989. CCPB is funded entirely by distributions from the Crook County Lodging Tax.
- B. **Governing Authority**: It is recognized that the Crook County Promotion Board exists as a result of the Joint Powers Agreement originally entered into by and between the Governing Agencies of Hulett, Moorcroft, Pine Haven, Sundance and Crook County on July 13, 1989 and amended January XX, 2018, and therefore the CCPB is subject to the terms and provisions of the Joint Powers Agreement as it now exists or as it may hereafter be amended or modified in accordance with applicable Wyoming law and to the oversight of the above-named governmental agencies.
- C. **Purpose and Mission**: The purpose of CCPB shall be to promote travel and tourism within Crook County. CCPB's primary mission shall be to increase the number of overnight visitors to the county through the effective spending of lodging tax funds. Promotion of travel and tourism in Crook County shall be conducted in a manner that is consistent with the shared values of the community. Action by CCPB shall reflect stewardship of the county's natural resources, effort to highlight local attractions and business and endeavor to enhance the experience of visitors to the county. CCPB shall oversee the dispersal of grant funds to applicants in accordance with the "Guidelines for Crook County Promotion Board Grant Application" in their Rules and Regulations.
- D. **Board Action**: CCPB shall act in accordance with Wyoming Statute 16-1-104 (1977) and 39-6-412 (j) (B) (I) and the Joint Powers Agreement of July 13, 1989. CCPB may employ administrative and such other technical, legal and clerical assistance as needed.
- E. **Membership**: CCPB shall consist of six (6) members who shall be qualified electors of Crook County. Each of the county municipalities participating the Joint Powers Agreement (Hulett, Moorcroft, Pine Haven and Sundance) shall have one (1) representative on the board appointed by the governing body of that municipality. The Crook County Commissioners shall appoint two (2) additional members at large from

within the county. The majority of members shall be representatives of the travel and tourism industry within Crook County. All members are expected to abide by the CCPB "Code of Ethics" as outlined in the Rules and Regulations of the organization. Members who violate the "Code of Ethics" will be referred to their governing body.

- F. Compensation: Members of CCPB shall serve without compensation, but may be reimbursed for travel and per diem expenses as provided to state employees.
- G. Conflict of Interest: Any member of the CCPB who has a pecuniary interest in a matter pending before CCPB, or who is likely to derive direct and tangible personal or professional benefit from particular resolution of the matter, shall declare a conflict of interest and shall not vote on any issue connected with the matter, and his/her presence at the meetings shall be disregarded for the purpose of obtaining a quorum for voting in accordance with Wyoming State Law.
- H. Term of Office and Meeting Attendance: CCPB members shall serve three (3) year terms. Vacancies for membership shall be filled in June or as they arise by the municipalities they represent or the County Commissioners. Members shall attend all meetings. In the event that a member is unable to attend a meeting he/she shall notify the CCPB chairperson as soon as possible and prior to the meeting. CCPB shall request the resignation of any board member who is absent from three (3) consecutive meetings. Following resignation, the board should provide the governing body with a list of nominees for the available board position(s).
- I. Quorum: Any four (4) members shall constitute a quorum. No business shall be conducted without a quorum present. Meeting attendance via conference call, electronic video conferencing or other means may be allowed if approved in advance by the CCPB chairperson.
- J. Election of Officers: CCPB shall elect from its members a chairperson, vice-chairperson, secretary and treasurer for a term of one year. The offices of secretary and treasurer may be combined for any year upon a vote of the members. Elections shall occur in July of each year as required to fill vacancies.
 - a. Office of Chairperson:
 - i. Call meetings as necessary
 - ii. Notify all members of meetings as they are called
 - iii. Preside over all CCPB meetings and public hearings
 - iv. Create the agenda for CCPB meetings
 - v. Appoint members of all committees

- b. Office of Vice-Chairperson:
 - i. Call and preside over meetings in the absence of the chairperson
 - ii. Monitor all meetings and activities of the appointed committees and make necessary recommendations to the Board
 - iii. Perform other such duties as requested by the Chairperson
- c. Office of Secretary:
 - i. Keep a record of membership and their attendance at meetings
 - ii. Keep an accurate record of all meetings and prepare minutes
 - iii. Present minutes from the previous meeting for Board approval
 - iv. Submit approved meeting minutes to the Crook County Clerk
 - v. Be responsible for all board correspondence
 - vi. Keep other records and perform other duties as may be requested by the Chairperson
- d. Office of Treasurer:
 - i. Keep an accurate and detailed record of all funds available from the receipt of taxes
 - ii. Keep an accurate and detailed record of all receipts and disbursements
 - iii. Pay all CCPB bills, issue disbursement checks for approved grants
 - iv. Issue lodging tax disbursements to participating Governing Agencies quarterly
 - v. Present a detailed financial report at each CCPB meeting
 - vi. Assist in the development of a proposed budget
 - vii. Schedule and oversee the Public Budget Hearing
 - viii. Send a certified copy of the Adopted Budget to the Crook County Clerk
 - ix. Oversee the Audit process

K. Notice of Meetings: Notice of regular, special or emergency meetings of the CCPB shall be provided in accordance with the Wyoming Open Meeting Law, specifically the notice accompanied by the proposed agenda to those who request it. Notice of meetings shall be sent to each member of the CCPB by mail, electronic mail or personal delivery accompanied by a proposed agenda for the meeting. Notice of emergency meetings shall be provided to each member of the CCPB by any of the above means or by telephone. A reasonable effort shall be made to offer public notice of emergency meetings.

L. Meetings: Meetings of the CCPB shall be open to the public and shall be conducted in accordance with Wyoming Open Meeting Law. Regular meetings shall occur bi-monthly as scheduled by the board. Meetings shall follow Robert's Rules of Parliamentary Law as much as possible. Agendas shall follow as closely as possible the "Annual Calendar of Work" outlined in the CCPB Rules and Regulations.

M. Order of Business: The order of business for all regular meetings of the Board shall be as follows:

- Call to Order
- Introduce Guests
- Adopt Agenda
- Reading of the Minutes
- Financial Report
- Marketing Report
- Old Business
- New Business Discussion
- New Business Action
- Other Business
- Adjournment

N. Record of Proceedings: The elected secretary of CCPB or his/her designee shall record minutes at each regular, special and emergency meeting of the CCPB. Upon approval at any regular CCPB meeting they shall be submitted to the Crook County Clerk by the secretary. These minutes shall be distributed to the members of CCPB. Copies of the minutes shall be provided to the public upon request and payment of the associated public record fee as established by the board. The secretary shall also keep a record of all committee and subcommittee meetings, election results, bylaws, policies and employment contracts.

O. Financial Records: The elected treasurer of CCPB shall provide a report, in writing, of board income and expenditures at every meeting. They shall keep a record of all audits, financial statements, budgets and rate schedules.

P. Budgets: The treasurer will oversee the development of the proposed budget that includes actual revenues and expenditures in the last completed budget year, estimated total revenues and expenditures for the current budget year and estimated available revenues and expenditures for the ensuing budget year. The proposed budget shall be accompanied by a budget message in explanation of the budget and will include an outline of the proposed financial policies for the budget year, will note the reserves on hand and reserve policies and will state reasons for changes from the previous year's budget. CCPB shall present their proposed budget during a public budget hearing no later than the third Thursday in July. Within three (3) business days of the public hearing the CCPB shall meet to adopt the budget. The treasurer shall send certified copies of the adopted budget to the Crook County Clerk no later than July 31 and shall file all necessary paperwork with the State of Wyoming.

- Q. Lodging Tax Disbursements: The CCPB shall offer to each Governing Agency belonging to the Joint Powers Agreement 10% of the lodging tax raised by the individual agency. Governing Agencies shall notify the CCPB if they wish to receive the 10% disbursement. Quarterly the treasurer shall issue disbursement checks to those agencies electing to receive their disbursement.
- R. Amendments: These bylaws may be amended by CCPB at any time upon a majority vote of the members. They must be presented to the public no less than 45 days before they are adopted.

**CROOK COUNTY PROMOTION BOARD
RULES AND REGULATIONS**

Adopted February 2013
Revised December 2017
1st Reading January 2018

**Article A:
Code of Ethics**

As a duly appointed member of the Crook County Promotion Board I,

1. Will work my hardest to represent Crook County tourism and travel interests in promoting the attractions and amenities of the county,
2. Will dedicate myself to ensuring that all decisions made by the board meet their purpose and mission to the furthest extent possible,
3. Will adhere to parliamentary procedure and follow formal meeting conduct for all meetings of the Promotion Board,
4. Will know and follow the Bylaws, Policies and Procedures of the Promotion Board and the laws of the state of Wyoming and the United States,
5. Will respect the opinions of community members and fellow Promotion Board members as exhibited through the encouragement of positive and solution focused discussion,
6. Will work to remain a fair and impartial board member who makes decisions only after full discussion at publicly held Promotion Board meetings,
7. Will make all decisions based on the available facts and my independent judgement without bias or exceptional treatment given to individuals or special interest groups,
8. Will conduct myself in a courteous and respectful manner at all times when acting in the capacity of a Promotion Board member. I will maintain a civil tone of voice, use appropriate language and respectful demeanor as such,
9. Will not put myself in a position of a conflict of interest and will refrain from using my Promotion Board position for personal or partisan gain,
10. Vow to recuse myself from involvement in any matter or dealing in which I stand to personally gain,
11. Will encourage and exhibit good sportsmanship and teamwork in all manners possible,
12. Refuse to take any private action unsanctioned by the Promotion Board, especially those that will compromise the Promotion Board and respect the confidentiality of information that is privileged under applicable laws,
13. Agree to support the decision or position of the Promotion Board once a majority of the Promotion Board is reached.

I acknowledge that behaviors and actions taken by myself not in accordance with the crook County Promotion Board Code of Ethics may result in a report to my appointing agency and a request for my resignation.

**Article B:
Annual Calendar of Work**

The Board reserves the right to act upon any decision any time they deem necessary at any meeting. The Board will attempt to follow this suggested schedule of agenda items, actual timing of business may vary.

January Meeting

- Designate Official Newspapers and Depository
- Adoption of the revised Bylaws, Policies and Procedures and Grant Process
- Review Grants from Cycle 1 (Due January 1)

March Meeting

- Review/Update Website Design and Materials
 - Review County Website and Submit Necessary Updates
- Review CCPB Brochure Design and Stock
- Prepare Draft Budget
- Renew Marketing Agency Contract

May Meeting

- Approve and Submit Proposed Budget (Due June 1)
- Schedule and Advertise Public Budget Hearing
- Contract with Madden Media and WOT
- Review Grants from Cycle 2 (Due May 1)

July (before regularly scheduled meeting)

- Conduct Public Budget Hearing (must occur BEFORE the third Thursday in July)

July Meeting

- Review Budget Hearing Information, Review and Adopt Final Budget
 - (within 3 days of Budget Hearing) I moved this from June
- Send Final Budget to Wyoming Department of Audit and Crook County Commissioners and our CPA (Due July 31) I also moved this from June
- Send letter to Crook County Clerk identifying where documents may be publicly accessed
- Prepare Annual Audit (due Sep. 30)
- Review Madden and Miles Marketing Materials
- Elections
 - Bond Treasurer
 - Adjust Bank Signature Cards if needed

September Meeting

- Contract with Black Hills and Badlands, Review and Revise Listing
- Approve Annual Audit Report
- Review Current Bylaws, Policies and Procedures and Grant Process
- Review Grants from Cycle 3 (Due September 1)

November Meeting

- Present Proposed Changes to Bylaws, Policies and Procedures and Grant Process
- Advertise Changes to Bylaws, Policies and Procedures and Grant Process
 - (include adoption date of January meeting)
- Set meeting dates/locations/times for the next year

**Article C:
Guidelines for Grant Application**

The purpose of the Crook County Promotion Board shall be to promote travel and tourism within Crook County. Crook County Promotion Board's primary mission shall be to increase the number of overnight visitors to the county through the effective spending of lodging tax funds. Promotion of travel and tourism in Crook County shall be conducted in a manner that is consistent with the shared values of the community. Action by Crook County Promotion Board shall reflect stewardship of the county's natural resources, make an effort to highlight local attractions and business and endeavor to enhance the experience of visitors to the county.

Eligibility

Organizations eligible to apply for grants from the Crook County Promotion Board shall be organizations which have projects whose goal is the promotion of tourism and travel within Crook County and whose purpose is to bring outside visitors to Crook County. Organizations applying for grants should have the capability of attracting overnight visitors to Crook County.

Special Considerations

Organizations using matching funds from other entities, the private sector, or funds of their own already committed shall be given special consideration. A copy of pledges or applications of funds should be submitted to the Board as attachments to the grant application. Organizations which will use the grant funds for purchase of goods and services with Crook County will be given special consideration. Organizations sponsoring events which span multiple days will be given special consideration.

Eligible Activities

1. Promotional activities that will attract visitors to Crook County.
2. Activities that support events that are compatible with the purpose and mission of the Crook County Promotion Board.
3. Activities that offer advertising locally and nationally that is in keeping with the purpose and mission of the Crook County Promotion Board. Advertising media may include, but are not limited to:
 - a. Brochures and other print publications
 - b. Billboards
 - c. Websites
 - d. Social Media
 - e. T.V. or radio advertising
4. Purchase of promotional items used to promote Crook County

Ineligible Activities

1. Fundraising activities
2. Buildings or capital construction projects
3. Equipment purchases, office supplies etc.
4. Facility or equipment leases
5. Wages of any kind or administrative fees
6. Participant awards unless the distribution and content clearly promotes Crook County

Specific Guidelines for Eligible Grant Applications

****Note: This is a reimbursement grant****

Crook County Promotion Board grant applications must be received by the cycle due date to be considered. Late or incomplete applications will not be reviewed. Applications must be completed in full; attendance at the meeting is not required, but applicants may be provided seven (7) minutes at the beginning of a meeting if they desire to share further information with the Board. Priority consideration will be given to grant applications meeting special considerations. Grant applicants will be informed of their grant status by letter within 60 days of application. Grantees must complete the project final report and provide receipts, proof of purchase or other documentation before reimbursement may occur.

Grant applications cycles:

- a. Cycle 1: Due January 1, reviewed at the January meeting
 - b. Cycle 2: Due May 1, reviewed at the May meeting
 - c. Cycle 3: Due September 1, reviewed at the September meeting
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1. Applications will only be accepted for projects that will occur after the application date.
 2. All successful applicants must recognize the Crook County Promotion Board as a donor in print at the event by inclusion of the following statement: Partially funded by Crook County Promotion Board.
 3. Any advertising paid for with Crook County Promotion Board grant monies must include the following statement: Partially funded by Crook County Promotion Board. This includes: print, radio, television and internet (including social media).
 4. Applicant is responsible for the accuracy of all printed materials and Board credit.
 5. All contracts for goods and services under the grant program shall be between the applicant and vendor. In no case will the Crook County Promotion Board be any part of contracts between grant recipient and vendors.
 6. No payments will be made by the Crook County Promotion Board directly to vendors. Grant recipient is responsible for all payments to vendors.
 7. Requests for reimbursement of radio/TV advertisement fees must be accompanied by a list of airdates and length of each air spot on letterhead of the media company.
 8. Invoices must show name of vendor, date of purchase, what was purchased, quantities and cost per item or advertisement, insert and/or dates service was rendered.
 9. Within 60 days of project or event completion, grant recipient will submit to the board the Final Project Report and copies of all pertinent bills, receipts and other paperwork.
 10. The grant will be considered complete following a review of the Final Project Report and documentation at which time the grant payment will be sent to the grantee.
 11. Failure to complete the Final Project Report within 60 days, or exclusion of necessary supporting documentation will result in nonpayment of the grant.
 12. Misuse of funds or any misrepresentation may result in required reimbursement of the funds to the Crook County Promotion Board within 30 days of notification and/or legal action.
 13. Entities found to have misused funds or provided false information will no longer be eligible for Crook County Promotion Board grant funding.

Crook County Promotion Board Grant Application

GENERAL CONTACT INFORMATION	
Organization or Business Name	
<p align="center"><i>Organization Type:</i></p> <input type="checkbox"/> Non-Profit (attach documentation) <input type="checkbox"/> Business <input type="checkbox"/> Individual	<p align="center"><i>Special Considerations:</i></p> <input type="checkbox"/> Matching Funds Used (attach documentation) <input type="checkbox"/> Purchase of Crook County Goods/Services <input type="checkbox"/> Multi-Day Event
Responsible Party	
Address:	
City/State/Zip	
Phone/Fax	
Email	
Project Name	
Project Date	
Total Funds Requested	
<p>Has your organization been awarded prior funding through this grant program? <i>If yes, please list the event, date and award amount.</i></p>	
<p>Event or Project Description <i>Please provide a detailed description of the event or project including: starting and ending dates, target attendees/audience, partnerships or collaborations, opportunity to maintain and grow the event or project for multiple years and any other information you feel may be pertinent.</i></p>	

Event or Project Budget		
Item or Service	Projected Cost	Funding Source
<p align="center">Proposed Use of Funds <i>Please describe how the grant funds will be applied.</i></p>		
<p align="center">Advertising and Marketing Plan <i>List all television, radio, print, online and social media advertisements along with the distribution plan. List the addresses of any websites where advertising will occur. Please indicate which, if any, advertising will be paid for with this grant. Advertising paid for with grant monies must include: Partially funded by the Crook County Promotion Board.</i></p>		

APPLICANT CERTIFIES that he/she has read and understands the Crook County Promotion Board Grant Application Guidelines and is aware that the organization must present a completed Final Project Report along with accompanying documentation within 60 days for completion of the event to the Crook County Promotion Board before reimbursement will occur. Applicant further understands that they may have seven (7) minutes to present additional information at the Crook County Promotion Board meeting.

Signature _____

Date _____

Printed Name _____

- I wish to be included on the next meeting's agenda
- I do not wish to be included on the next meeting's agenda