

**Crook County Promotion Board  
Meeting of July 6, 2015 – Noon  
McAvoy's Restaurant, Devils Tower Golf Course, Hulett, WY**

**Attending:** President Rose Ann Olson, Vice President Joleen Hart, Robyn Finch, Secretary/Treasurer; members Cynthia Clonch and Andrea Wood, and new member from Pine Haven, Jeanne Peterson. Jennifer Womack, Sagebrush Marketing was also present.

**Guests:** Jim Wilkerson, Miles Marketing Group for the Wyoming Traveler's Journal

President Rose Olson called the meeting to order at noon. Orders were taken for lunch. Jim Wilkerson bought lunch for all board members. Thank you to Jim.

**Approve Agenda, Minutes and Treasurer's Report:** A motion to approve the agenda was made by Joleen, seconded by Andrea, and passed. The Treasurer's report was presented by Robyn. Discussion to leave the remaining CD in place for another year was held, with Joleen moving to accept the Treasurer's report as presented. Andrea seconded the motion and it carried.

### **VISITOR PRESENTATIONS**

Jim Wilkerson discussed the advertising that we purchased in the 2015 Wyoming Traveler's Journal along with the leads program we purchased last year. We bought 1500 leads last year and have gone through them already. They were passed on to Jen and she responded to them. When a visitor to the Wyoming website check that they are interested in visiting this area of Wyoming, that lead is sent on to Jen. Jennifer thought it was a good program and suggested that we continue to invest in the leads program. Jim gave us 250 free leads to be used right away.

Discussion centered around different promotions being used by other areas of Wyoming as well as what we could do different. During this discussion, one of the ways suggested was that we promote the solitude and quiet serenity that Crook County offers, especially since we do not have a lot of major activities in the county.

### **OLD BUSINESS**

**Brochures, Area Activities, Community Guides, 75<sup>th</sup> Rally promotion:** Jennifer is doing some groundwork on our new brochures. She has a photographer and is looking for a great photo of the Tower for our ads this year and for the brochure. The State is celebrating its 125<sup>th</sup> birthday on July 10<sup>th</sup>. The 75<sup>th</sup> Sturgis rally is around the corner. We did not get anything worked up for that but it is well publicized.

**Website redesign:** Jennifer will also start on the website re-design in the fall. It will reflect the grant applications, the brochures, and will all tie together. She is thinking of using greens and blues as the major colors, reflecting the outdoors.

**GPS Travel Story:** Andrea has been in touch with Story on getting started on our GPS tour. She felt that Jennifer could probably do the coordination and help with what we want to use from each

**Crook County Promotion Board  
Meeting of July 6, 2015  
Page 2**

entity. We will all need to do input into what we want to see in this tour. Andrea presented the Statement of Work from Story for discussion. The Board has a few questions regarding annual fees once the project is complete and how long it takes to do the work, and when we should start, etc. We are thinking if we start in March, we can have it produced by May. This will be a question for Story. After discussion, Andrea will talk to Story and make the necessary changes to the Statement and it can be signed at a later meeting.

**Devils Tower name change:** Robyn attended the County Commissioner's meeting when the name change was discussed. The Commissioner's were going to have us help with getting the questionnaire out to local motels, hotels, and lodging entities, but they felt that they got great coverage with their own distribution methods. They will be reviewing the returns during August and submitting their report in September to the state agencies.

**Joint Powers Agreement and current By-Laws:** Andrea has not had a chance to get these done. The Board members have decided to make changes to the Joint Powers Agreement, especially the sections about where and how Board members can be appointed. We need 45 days after we agree in order to complete the process, including advertising in the newspapers and having public meetings. Andrea will work on this, send them by e-mail to Joe Baron, County Attorney. Andrea will talk to Ogden Driskill about the history of this Agreement; Joleen will talk to Joe Baron about the process. Since it is connected to the tax laws, we will have to follow the rules closely. We will set a work session at our next meeting to get this done this winter.

**July 10, 2015 - 125<sup>th</sup> Anniversary of Wyoming Statehood Celebration** and schedule of Black Hills and Badlands trailer through Crook County. Cassie Garman will be coordinating the stops of the trailer in the towns and area locations.

**NEW BUSINESS:**

**Grant Applications:**

	Request	Granted
Ride a Horse, Feed a Cowboy	\$2,000	\$ 750
Devils Tower Natural History (Old Settler's Picnic)	\$ 250	\$ 0
Wy Ag in the Classroom	\$2,500	\$1,450
Bones and Stones brochure	\$ 360	\$ 0

After discussion, Joleen moved that we grant the above amounts for the applications presented today. Jeanne seconded the motion and it passed. Andrea abstained from voting.

Motion was made and passed to buy the print ads in the Wyoming Traveler's Journal as we did last year for a cost of \$15,188. Jennifer will work up the ads, artwork being due by 9/1/15. We will do the leads program but will vote on those later since we don't want to receive them until the spring.

**Crook County Promotion Board**  
**Meeting of July 6, 2015**  
**Page 3**

The next meeting of the Crook County Promotion Board will be held on Monday, September 14<sup>th</sup> at the West Texas Trail Museum in Moorcroft at 4:00 pm. This date is one week later than our normal meeting date because of the Labor Day weekend. Meeting was adjourned.

Respectfully Submitted.

Robyn Finch  
Secretary  
Crook County Promotion Board