

Agenda
Crook County Promotion Board
September 21, 2015 4:00pm
Old West Texas Trail Museum Moorcroft, WY

Agenda

Minutes

Treasurers Report

Visitor

Cindy Millett-Olson Black Hills Badlands Tourism Association

Old Business

Discuss Brochures, Area Activities Guide, Website

Logo follow up (Theodore Roosevelt) ??

GPS Tours – Contract, Statement of Work ask Andrea

Joint Powers Agreement follow up and by laws refer to Andrea next meeting

Follow up on our July 10, state anniversary activities

Devils Tower name change

Miles Advertising

New Business

Grants

Billboard sign I90

Rocky Mountain Tours

Next regular scheduled meeting November 2, 2015 Moorcroft 4:00 pm

Crook County Promotion Board
Meeting of September 21, 2015 - 4:00 pm
West Texas Trail Museum – Moorcroft, WY

Attending: President Rose Ann Olson, Robyn Finch, Secretary/Treasurer; Vice President Joleen Hart (appearing by telephone); member Cynthia Clonch.

Absent: Members Andrea Wood and Jeanne Peterson.

Guests: Cindy Millet-Olson from Black Hills & Badlands Tourism Association.

President Rose Olson called the meeting to order at 4 pm. Rose Ann commented that she noticed that our billboard sign along I-90 was tearing and that we do need to address replacing it.

Approve Agenda, Minutes and Treasurer's Report: A motion to approve the agenda was made by Cynthia, seconded by Joleen, and passed. The minutes were approved with a motion by Cynthia and second by Joleen. The Treasurer's report was presented by Robyn. Rose noted that Certified Folder is charging us more because they are having to pick up the cases that need to be distributed. In the past, they had them already in their possession, and we need to remember that when we get our new brochures. Cynthia moved to accept the Treasurer's report as presented. Joleen seconded the motion and it carried.

VISITOR PRESENTATIONS

Cindy Millet-Olson introduced herself as our new representative from Black Hills and Badlands Tourism Association. She is replacing Cassie Garman. Cindy passed out the BH&B information packet and showed the 30 second pre-roll video which highlights Devils Tower in the last 15 seconds. We purchased this last year for the first time. Cindy shared that in April, the video had 25,200 hits and in May it had 25,197 hits. She recommended that we continue this promotion and perhaps look at their expanded website for \$275 a year. We can add input into their calendar of events at any time. Cindy reviewed other options that BH&B is offering, including expanded web listing, unlimited leads program, additional listing in the Vacation Guide. Membership to BH&B is \$486 yearly, and we have put in a full page ad for the Tower every year.

OLD BUSINESS

Brochures: Jen could not be present today, but she is working on the new brochure and will be sending drafts of her initial designs out later.

GPS Travel Story: The Statement of Work was e-mailed to members for their review. After reviewing the Statement, Rose signed it and Robyn will mail it along with the first installment to get the work started.

Other Old Business: Andrea is still working on the draft for the Joint Powers Agreement. Everyone enjoyed state anniversary activities on July 10th. There is nothing new regarding the Devils Tower name change. Cynthia moved and Joleen seconded that we pay the first installment to Miles Marketing for the advertising in the Wyoming Traveler's Journal.

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Meeting of September 21, 2015
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NEW BUSINESS:

Grants: The Sundance Beerfest was discussed. It was held a couple of weeks ago. After discussion, Joleen moved that we grant them \$500 this year. Robyn seconded the motion and it passed. Robyn will take a check to Steve Lenz.

Billboard sign on I-90: The condition of the billboard was discussed. It was decided that Rose would e-mail Lamar about the condition and ask for a proposal to repair/replace the skin.

Rocky Mountain Tours: Rocky Mountain Tours will be giving a presentation at the Crook County Museum regarding bus tours, etc. for the area. Cynthia will be attending and will report back.

Black Hills & Badlands Tourism Association: Cynthia moved that we do the same promotions as we did last year with BH&B, which include the full page ad for \$4,240; the pre-roll videos at \$600. Membership cost is \$486 for the year. Joleen seconded this motion, and it passed.

The next meeting of the Crook County Promotion Board will be held on Monday, November 2nd at the West Texas Trail Museum in Moorcroft at 4:00 pm. Meeting was adjourned.

Respectfully Submitted.

Robyn Finch
Secretary
Crook County Promotion Board

**Crook County Promotion Board
Treasurer's Report
For Meeting of September 21, 2015**

Regular Checking Account		\$ 40,711.28
45832 Certificate		<u>\$ 18,325.93</u>
Balance on hand	\$ 59,037.21	

Deposits since last meeting

Crook County Treasurer	05/29//2015 dist	\$ 1,342.80
Crook County Treasurer	06/30/2015 dist	\$ 4,566.08
Crook County Treasurer	07/31/2015 dist	\$ 9,702.08

Attachments

Profit and Loss Detail of July 1, 2014 – September 20, 2015
Wyoming Department of Revenue distribution runs of May, June, July, 2015

4:18 PM
 09/20/15
 Accrual Basis

**Crook County Promotional Board
 Profit & Loss Detail
 July 1 through September 20, 2015**

<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Memo</u>	<u>Amount</u>	<u>Balance</u>
Ordinary Income/Expense					
Income					
WY Tax Distrib.					
7/23/2015		Crook County Treasurer	5/2015 dist.	1,342.80	1,342.80
8/24/2015		Crook County Treasurer	6/2015 dist.	4,566.08	5,908.88
9/18/2015		Crook County Treasurer	7/2015 dist	9,702.08	15,610.96
Total WY Tax Distrib.				<u>15,610.96</u>	<u>15,610.96</u>
Total Income				<u>15,610.96</u>	<u>15,610.96</u>
Expense					
Contract Services					
Outside Contract Services					
9/20/2015	1001	Sagebrush Marketing		1,149.00	1,149.00
Total Outside Contract Services				<u>1,149.00</u>	<u>1,149.00</u>
Total Contract Services				<u>1,149.00</u>	<u>1,149.00</u>
Crook County Promo Advertising Distribution					
7/6/2015	989	Certified Folder		77.35	77.35
7/30/2015	994	Certified Folder		67.47	144.82
7/30/2015	995	Certified Folder		51.78	196.60
9/16/2015	1000	Certified Folder		140.59	337.19
Total Distribution				<u>337.19</u>	<u>337.19</u>
Signage					
7/30/2015	993	Lamar		507.00	507.00
8/11/2015	997	Lamar		507.00	1,014.00
9/16/2015	999	Lamar		507.00	1,521.00
Total Signage				<u>1,521.00</u>	<u>1,521.00</u>
Total Crook County Promo Advertising				<u>1,858.19</u>	<u>1,858.19</u>
Grant Distribution					
7/25/2015	991	Ride A Horse-Feed a Cowboy		750.00	750.00
7/25/2015	992	Wyoming Ag in the Classro...		1,450.00	2,200.00
Total Grant Distribution				<u>2,200.00</u>	<u>2,200.00</u>
Tax Distribution Paid Out					
7/30/2015	996	City of Sundance		53.61	53.61
8/25/2015	998	City of Sundance		174.47	228.08
9/20/2015	1002	City of Sundance	7/2015 dist	323.48	551.56
Total Tax Distribution Paid Out				<u>551.56</u>	<u>551.56</u>
Total Expense				<u>5,758.75</u>	<u>5,758.75</u>
Net Ordinary Income				<u>9,852.21</u>	<u>9,852.21</u>
Net Income				<u><u>9,852.21</u></u>	<u><u>9,852.21</u></u>

Wyoming Department of Revenue

122 West 25th Street
Cheyenne, Wyoming 82002-0110

06/01/2015

Lodging Tax Distribution Detail

Distribution run of: 05/29/2015

County: 18 Crook

Intra-County Apportionment of Lodging Tax Collected:

Entity	Amount	Percentage within County
Crook	\$163.54	12.18%
Moorcroft	\$147.81	11.01%
Sundance	\$536.12	39.93%
Hulett	\$495.12	36.88%
Totals:	\$1,342.59	100.00%

53 61 7-30-15

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

Lodging Tax	1342.59
Super Now Int.	0.21
Total	1342.80

Wyoming Department of Revenue

122 West 25th Street
Cheyenne, Wyoming 82002-0110

07/06/2015

Lodging Tax Distribution Detail

Distribution run of: 06/30/2015

County: 18 Crook

Intra-County Apportionment of Lodging Tax Collected:

Entity	Amount	Percentage within County
Crook	\$755.95	16.56%
Moorcroft	\$645.47	14.14%
Sundance	\$1,744.72	38.21%
Hulett	\$1,419.80	31.10%
Totals:	\$4,565.94	100.00%

*177.47 * 998*

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

Promotional Board:	\$ 4,565.94
Super now Interest:	\$.14
Total:	\$ 4,566.08

Wyoming Department of Revenue

122 West 25th Street
Cheyenne, Wyoming 82002-0110

08/03/2015

Lodging Tax Distribution Detail

Distribution run of: 07/31/2015

County: 18 Crook

Intra-County Apportionment of Lodging Tax Collected:

Entity	Amount	Percentage within County
Crook	\$2,700.24	27.83%
Moorcroft	\$628.44	6.48%
Sundance	\$3,234.77	33.34%
Hulett	\$2,902.81	29.92%
Pine Haven	\$235.46	2.43%
Totals:	\$9,701.72	100.00%

32348 10% 9-20-15 \$1002

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

Lodging Tax : \$9,701.72
 Super now Int.: .36
 =====
 Total Disb. +--- \$9,702.08