

County Clerk

Crook County Promotion board

Agenda

January ¹² 5, 2015, 4:00 p.m.

West Texas Trail Museum, Moorcroft

Call to Order

Roll Call

Approve Agenda

Approve Minutes from November 17, 2014 meeting

Correspondence

Treasurers Report

Old Business:

Old Brochure disposal - Joleen

Intercept Study Results

Pine Haven representative

New Business:

Website

Lodging Tax, Crook County Commissioner's meeting , Vendor List

Yellowstone Journal

Grant requests:

Vore Buffalo Jump

Elections

Next Meeting:

March 2, 2015

Crook County Promotion Board
Meeting of January 13, 2015 – 4:30 PM
West Texas Trail Museum, Moorcroft, Wyoming

Attending: Joleen Hart, President; Rose Ann Olson, Vice President; Robyn Finch, Secretary/Treasurer; members Cynthia Clonch, Andrea Wood and baby. Teresa Stefan absent.

Guests: None.

President Joleen Hart called the meeting to order at 4:30 pm. This meeting was originally scheduled for Monday, January 6, but was postponed due to weather.

Approve Agenda and Minutes: Andrea moved to approve the agenda as changed.. A motion was made by Andrea to approve the minutes of the November 17th meeting. Motions were seconded by Cynthia and passed.

Treasurer's Report: Rose moved to accept the Treasurer's Report as presented; motion was seconded by Cynthia, and motion was passed.

Correspondence: None.

Old Business:

Old Brochure disposal: Joleen will continue to check into the best and most economical way to dispose of all old brochures still in the storage unit in Hulett. She will report at the next meeting.

Intercept Study Results: Rose has e-mailed us copies of the results. A total of 280 visitor intercept surveys were completed. When asked “ How can we improve our visitor information?”, the majority of comments (97) were very positive. The majority (84) of those responded that the information is awesome/excellent as it is. She will talk to Judy at the Governor's Conference about these results and if she has any ideas that we might be able to implement. Cynthia suggested that the West Texas Trail Museum would like to sponsor an activity like a chuckwagon supper, etc. Robyn will send \$50 Visa cards to the two random winners selected from the survey visitors.

Pine Haven Representative: We have not been able to find anyone to fill the board position vacated by Teresa Stefan. Andrea suggested that perhaps the County Commissioners could fill the position with a member-at-large. Someone from the Wyoming Travel Commission also can be a board member.

After discussion, it was decided to check into holding our March meeting in Sundance and inviting Joe Baron to address the Joint Powers Agreement since those need to be updated. Robyn will check with Sundance State Bank about the availability of their room for this meeting on March 2nd. Joleen will invite Joe Baron to attend.

Crook County Promotion Board
Meeting of January 13, 2015
Page 2

New Business:

Commissioner's Meeting regarding Lodging Tax: The commissioners approved the lodging tax at their December 2nd meeting. Robyn and Joleen attended and discussion was centered around which entities we could identify as paying the tax. We will wait to get more information from the Crook County Treasurer after she has talked to the State.

Yellowstone Journal: They have contacted Joleen again. We decided the advertising is just too expensive and we get good coverage with our advertising in South Dakota and Wyoming. Joleen will also check into the status of the Madden inserts.

Website: Jennifer is trying to get more events listed. It is hard to get events very far in advance from Devils Tower as well as other areas. We will keep trying to get the word out to everyone to post their events or those they hear about.

Grant Requests:

Vore Buffalo Jump: We received a grant request for \$7,750 for guide/tourism attraction billboard and signs. Discussion was held, with Andrea saying she did not like the size of the signage; that she thought it should be bigger. She would like to discuss the project with someone from the Buffalo Jump. Rose will contact Glen Wyatt and invite them to the meeting on March 2nd. Andrea moved that we table a decision until further discussion is had. Rose seconded the motion and it passed. Respectfully submitted, The application was very well done and represented the goals.

Area Chamber of Commerce visitor guides: Since we have budgeted up to \$1,000 for each of the communities (Hulett, Sundance, and Moorcroft) for their guides, it was decided that we would just need a letter from the Chamber saying that they were producing their guides and we would then provide them the advertising information and the money.

Election of Officers: Election was held. Rose Ann Olson is the President, Joleen Hart will become Vice President, Robyn Finch will remain Secretary/Treasurer. A Motion was made to this effect by Andrea, Cynthia seconded and it passed.

It was decided that at the March meeting we would review our by-laws and our grant application. Andrea reminded us that it takes 3 consecutive meetings to change the by-laws. Meeting was adjourned. Next meeting to be held March 2, 2015 at 4:00 PM at the Sundance State Bank Meeting Room behind the Post Office in Sundance, WY.

Respectfully Submitted.

Robyn Finch
Crook County Promotion Board
Secretary

**Crook County Promotion Board
Treasurer's Report
For Meeting of January 5, 2015
as of January 3, 2015**

Regular Checking Account	\$ 51,080.02
45832 Certificate	<u>\$ 18,271.21</u>
Balance on hand	\$ 69,351.41

Deposits since last meeting:

Crook County Treasurer	10/31/14 distribution	\$14,214.56
Hulett Chamber	rent for storage unit use	\$ 150.00

Attachments

Profit and Loss Detail of July 1, 2014 – January 3, 2015
Profit and Loss Summary for July 1, 2014 – January 3, 2015
Wyoming Department of Revenue distribution run of 10/31/2014

9:02 AM
 01/03/15
 Accrual Basis

Crook County Promotional Board Profit & Loss Detail July 1, 2014 through January 3, 2015

Type	Date	Num	Name	Memo	Amount	Balance
Ordinary Income/Expense						
Income						
Investments						
Interest-Savings, Short-term CD						
Deposit	10/14/2014			Deposit	18.40	18.40
Total Interest-Savings, Short-term CD					18.40	18.40
Total Investments					18.40	18.40
Other Types of Income						
Miscellaneous Revenue						
Invoice	7/22/2014	1	Campbell County Visito...	Gillette and Wright infor...	6,000.00	6,000.00
Deposit	11/18/2014		Hulett Chamber of Com...	use of storage unit for 1 ...	150.00	6,150.00
Total Miscellaneous Revenue					6,150.00	6,150.00
Total Other Types of Income					6,150.00	6,150.00
WY Tax Distrib.						
Deposit	7/19/2014		Crook County Treasurer	5/30/14 dist.	1,790.11	1,790.11
Deposit	8/15/2014		Crook County Treasurer	6/30/14 dist.	2,957.18	4,747.29
Deposit	9/22/2014		Crook County Treasurer	7/31/14 distribution	10,308.66	15,055.95
Deposit	10/22/2014		Crook County Treasurer	8/31/14 distribution	12,465.24	27,521.19
Deposit	11/15/2014			9/30/14 distribution	10,895.47	38,416.66
Deposit	12/12/2014		Crook County Treasurer	Deposit ~ 10/31/14	14,214.56	52,631.22
Total WY Tax Distrib.					52,631.22	52,631.22
Total Income					58,799.62	58,799.62
Expense						
Contract Services						
Outside Contract Services						
Check	7/7/2014	923	Saagebrush Marketing	Marketing	675.00	675.00
Check	9/8/2014	932	Annette Ganz	support/intercept study	84.80	759.80
Check	9/8/2014	933	Saagebrush Marketing		1,487.50	2,247.30
Total Outside Contract Services					2,247.30	2,247.30
Total Contract Services					2,247.30	2,247.30
Crook County Promo Advertising						
Distribution						
Check	8/18/2014	927	Certified Folder		313.77	313.77
Check	8/21/2014	929	Certified Folder		177.40	491.17
Check	9/10/2014	930	Certified Folder	VOID: freight invoices al...	0.00	491.17
Check	10/10/2014	938	Certified Folder		75.93	567.10
Total Distribution					567.10	567.10
Magazine ads						
Check	11/2/2014	941	Black Hills, Badlands &...	full page ad in SD Visitor...	4,240.00	4,240.00
Check	11/8/2014	942	Miles Marketing Destin...		5,713.33	9,953.33
Check	12/12/2014	947	Miles Marketing Destin...	WY Journal advertising	5,713.33	15,666.66
Total Magazine ads					15,666.66	15,666.66
Signage						
Check	7/20/2014	925	Lamar		492.00	492.00
Check	8/18/2014	928	Lamar		492.00	984.00
Check	10/10/2014	937	Lamar	2 months	1,014.00	1,998.00
Check	11/2/2014	941	Black Hills, Badlands &...	pre-roll video co-op	600.00	2,598.00
Check	11/2/2014	940	Lamar	billboard	507.00	3,105.00
Check	12/30/2014	948	Lamar	Billboard	507.00	3,612.00
Check	12/30/2014	949	Lamar	Billboard	507.00	4,119.00
Total Signage					4,119.00	4,119.00
Total Crook County Promo Advertising					20,352.76	20,352.76

9:02 AM

01/03/15

Accrual Basis

Crook County Promotional Board
Profit & Loss Detail
 July 1, 2014 through January 3, 2015

Type	Date	Num	Name	Memo	Amount	Balance
Grant Distribution						
Check	7/16/2014	922	Ride A Horse-Feed a C...		1,500.00	1,500.00
Check	9/10/2014	935	Sundance Beer Festival		1,500.00	3,000.00
Check	11/18/2014	945	Ken Newby	Moorcroft sign - misc. ex...	231.65	3,231.65
Check	11/22/2014	946	Rosenbaum Signs	Moorcroft sign installation	4,521.15	7,752.80
Total Grant Distribution					7,752.80	7,752.80
Operations						
Books, Subscriptions, Reference						
Check	11/2/2014	941	Black Hills, Badlands &...	trade membership	486.00	486.00
Total Books, Subscriptions, Reference					486.00	486.00
Printing and Copying						
Check	7/1/2014	921	Chicken Creek Commu...	300,000 brochures	17,370.00	17,370.00
Total Printing and Copying					17,370.00	17,370.00
Total Operations					17,856.00	17,856.00
Tax Distribution Paid Out						
Check	7/20/2014	924	City of Sundance		54.05	54.05
Check	8/18/2014	926	City of Sundance		98.40	152.45
Check	9/15/2014	931	City of Sundance	7/31/14 dist.	555.94	708.39
Check	10/25/2014	939	City of Sundance	8/29/14 dist.	433.71	1,142.10
Check	11/15/2014	944	City of Sundance	9/30/14 distribution	311.55	1,453.65
Check	12/31/2014	950	City of Sundance	10/31/14 distribution	831.24	2,284.89
Total Tax Distribution Paid Out					2,284.89	2,284.89
Web Page						
Check	9/10/2014	934	Wave's Web Design		55.00	55.00
Check	10/10/2014	936	Wave's Web Design		82.50	137.50
Check	11/15/2014	943	Wave's Web Design	yearly CMS hosting	250.00	387.50
Total Web Page					387.50	387.50
Total Expense					50,881.25	50,881.25
Net Ordinary Income					7,918.37	7,918.37
Net Income					7,918.37	7,918.37

9:06 AM

01/03/15

Accrual Basis

Crook County Promotional Board
Profit & Loss
July 1, 2014 through January 3, 2015

	<u>Jul 1, '14 - Jan 3, 15</u>
Ordinary Income/Expense	
Income	
Investments	
Interest-Savings, Short-term CD	18.40
Total Investments	<u>18.40</u>
Other Types of Income	
Miscellaneous Revenue	6,150.00
Total Other Types of Income	<u>6,150.00</u>
WY Tax Distrib.	52,631.22
Total Income	<u>58,799.62</u>
Expense	
Contract Services	
Outside Contract Services	2,247.30
Total Contract Services	<u>2,247.30</u>
Crook County Promo Advertising	
Distribution	567.10
Magazine ads	15,666.66
Signage	4,119.00
Total Crook County Promo Advertising	<u>20,352.76</u>
Grant Distribution	7,752.80
Operations	
Books, Subscriptions, Reference	486.00
Printing and Copying	17,370.00
Total Operations	<u>17,856.00</u>
Tax Distribution Paid Out	2,284.89
Web Page	387.50
Total Expense	<u>50,881.25</u>
Net Ordinary Income	<u>7,918.37</u>
Net Income	<u><u>7,918.37</u></u>

Wyoming Department of Revenue

122 West 25th Street
Cheyenne, Wyoming 82002-0110

11/03/2014

Lodging Tax Distribution Detail

Distribution run of: 10/31/2014

County: 18 Crook

Intra-County Apportionment of Lodging Tax Collected:

Entity	Amount	Percentage within County
Crook	\$2,398.01	16.87%
Moorcroft	\$863.04	6.07%
Sundance	\$8,312.40	58.48%
Hulett	\$2,335.25	16.43%
Pine Haven	\$304.37	2.14%
Totals:	\$14,213.07	100.00%

10% = 831.24 # 950

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

DISBURSEMENT: \$14,213.07
SUPER NOW INTEREST: \$1.49

TOTAL \$14,214.56