

**CROOK COUNTY PROMOTION BOARD
BYLAWS**

Adopted March 2013

- 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. 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 the Policies and Procedures.

- C. 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 is needed.

- D. Membership: CCPB shall consist of (6) members who shall be qualified electors of Crook County. Each of the county municipalities participating in the Joint Powers Agreement (Hulett, Moorcroft, Pine Haven and Sundance) shall have (1) representative one the board appointed by the governing body of that municipality. The Crook County Commissioners shall appoint (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 shall abide by the CCPB "Code of Ethics" as outlines in the Policies and Procedures. Any member who has violated the CCPB "Code of Ethics" may be dismissed from CCPB by a majority vote of the members.

- E. Term of Office and Meeting Attendance: CCPB members shall serve (3) year terms. Vacancies for membership shall be filled in January or as they arise by the municipalities they represent or the County Commissioners. No member shall serve more than six (6) years consecutively. Members are expected to attend all meetings. In the event that a member is unable to attend a meeting he/she shall notify the CCPB chairman as soon as possible prior to the meeting. CCPB shall tender the automatic resignation of and request reappointment of any member absent from (3) consecutive meetings.

- F. Election of Officers: CCPB shall elect from its members a chairman, vice-chairman, 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 January of each year and as required to fill vacancies.

- a. Office of Chairman: The chairman shall preside over all CCPB meetings and public hearings. He/She shall coordinate all activities and actions of the board. He/She shall work with the secretary to create the agenda for each CCPB meeting.
 - b. Vice-Chairman: The vice-chairman shall assume the duties of the chairman if necessary.
 - c. Secretary: The secretary shall keep an accurate record of all CCPB business. They shall prepare and post an agenda for each meeting, present the previous meeting's minutes for approval and be responsible for all board correspondence including publication of approved minutes.
 - d. Treasurer: The treasurer shall receive record and deposit funds as necessary, pay all CCPB bills as needed, issue disbursement checks for approved grants and shall present treasurer's report at each CCPB meeting. The treasurer shall be responsible for keeping accurate records of all CCPB funds.
- G. Meetings: Meeting of CCPB shall be open to the public and shall be conducted in accordance with Wyoming Open Meeting Law. Regular meetings shall occur bi-monthly on the Monday of the first full week. Meetings shall follow proper parliamentary procedure including the approval of an agenda. Agendas shall follow as closely as possible the "Annual Meeting Agenda" outlined in the CCPB Policies and Procedures.
- H. Notice of Meetings: Notice of regular, special or emergency meetings of CCPB shall be provided in accordance with Wyoming Open Meeting Law, specifically the notice accompanied by the proposed agenda to those who request it. Notice of meetings shall be advertised in newspapers servicing each of the four primary municipalities in the county. Notice of meetings shall be sent to each member of 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 CCPB by any of the above means or by telephone. A reasonable effort shall be made to offer public notice of emergency meetings.
- I. 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. These minutes shall be typed and distributed to the members of CCPB. Upon approval at any regular CCPB meeting they shall be published in newspapers servicing each of the four primary municipalities in the county. Copies of the minutes shall be provided to the public upon request. The CCPB treasurer shall provide a report, in writing, of board income and expenditures at every meeting.
- J. Quorum: Any (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 chairman.
- K. Compensation: Members of CCPB shall serve without compensation, but may be reimbursed for travel and per diem expenses as provided to state employees.
- L. Conflict of Interest: Any member of 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 meeting shall be disregarded for the purpose of obtaining a quorum for voting.

M. Amendments: These bylaws may be amended by CCPB at any time upon a majority vote of the members.

**CROOK COUNTY PROMOTION BOARD
POLICIES AND PROCEDURES**

Adopted February 2013

Article A:

Crook County Promotion Board 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 Policies and Procedures of the Promotion Board, the Crook County Handbook 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 judgment 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 capacity of a Promotion Board member. I will maintain a civil tone of voice, appropriate language and respectful demeanor as such.
9. Will not put myself in a position of 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 will stand as grounds for review by the Promotion Board and County Commissioners. Failure to adhere to the Code of Ethics may be cause for disciplinary action from the Promotion Board or County Commissioners.

Article B:

Annual Business Agenda

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:

1. January

- a. Elect officers (chairman, vice-chairman, secretary, treasurer)
- b. Review grant applications for Cycle 1 (December application, January payment)
- c. Designate official newspapers and depository
- d. Bond treasurer if needed
- e. Adjust bank signature cards if needed

2. March

- a. Review website design and materials
- b. Review CCPB brochure design and stock
- c. Review grant applications for Cycle 2 (February application, March payment)

3. May

- a. Finalize and approve the fiscal budget
- b. Review grant applications for Cycle 3 (April application, May payment)

4. July

- a. Review and approve Policies and Procedures
- b. Review and approve the tentative budget
- c. Review Wyoming Travel Journal advertising
- d. NO GRANT APPLICATIONS WILL BE REVIEWED

5. September

- a. Review grant applications for Cycle 4 (August application, September payment)

6. November

- a. Review grant applications for Cycle 5 (October application, November payment)

Article C:

Crook County Promotion Board 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, effort to highlight local attractions and business and endeavor to enhance the experience of visitors to the county.

Special Considerations

Organizations using matching funds from other entities or 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 addendums 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.

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 must have the capability of attracting overnight visitors to Crook County.**

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
 - b. Billboards
 - c. Websites
 - d. 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

Crook County Promotion Board grant applications must be received by the cycle due date to be considered. Applications must be completed in full; attendance at the meeting is not required or encouraged. Late or incomplete applications will not be reviewed. Priority consideration will be given to grant applications meeting special considerations. Grant applicants will be informed of their grant status by letter, if the grant was approved a check will accompany the letter.

1. Grant applications cycles:
 - a. Due December 1- Payment at January meeting
 - b. Due February 1- Payment at March meeting
 - c. Due April 1- Payment at May meeting
 - d. Due August 1- Payment at September meeting
 - e. Due October 1 – Payment at November meeting
2. Applications will only be accepted for projects that will occur after the application and payment date. Funding will not be provided for events that have already occurred or projects that have already been completed.
3. 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.**
4. Any advertising that is done for the event must include the following statement: **Partially funded by Crook County Promotion Board.** This includes: print, radio, television and internet.
5. Applicant is responsible for the accuracy of all printed materials and Board credit.
6. 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.
7. No payments will be made by the Crook County Promotion Board directly to vendors. Grant recipient is responsible for all payments to vendors.
8. Within 60 days of project or event completion, grant recipient will submit to the board copies of all pertinent bills, receipts and other paperwork.
9. 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.
10. 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.

CROOK COUNTY PROMOTION BOARD

Grant Application

GENERAL CONTACT INFORMATION		
ORGANIZATION:		
ADDRESS:		
CITY/STATE/ZIP:	INTERNAL USE ONLY	
CONTACT NAME:		
PHONE/FAX:	<input type="checkbox"/> APPROVED (\$) <input type="checkbox"/> DENIED	
EMAIL:	DATE LETTER MAILED:	
DATE OF EVENT OR PROJECT:	CHAIRMAN SIGNATURE:	
TOTAL AMOUNT REQUESTED:		
HAS YOUR ORGANIZATION BEEN AWARDED PRIOR FUNDING THROUGH THIS GRANT PROGRAM? <i>If yes, please list the event, date and amount of awards.</i>		
EVENT OR PROJECT BUDGET		
<i>Item or Service</i>	<i>Projected Cost</i>	<i>Funding Source</i>

EVENT OR PROJECT DESCRIPTION

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.

PROPOSED USE OF FUNDS

ADVERTISING AND MARKETING PLAN

*List all television, radio and print advertisements along with the distribution plan. List the addresses of any websites where advertising will occur. Please remember that all advertising must include: **Partially funded by Crook County Promotion Board.***

CROOK COUNTY ATTRACTIONS TO BE PROMOTED

PROJECTED TOURISM RELATED ECONOMIC BENEFIT

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 grant report along with all accompanying verification within 60 days of completion of the event to the Crook County Promotion Board as per grant guidelines.

Signature _____

Date _____

Printed Name _____

Date _____

