

Crook County Promotion Board Meeting

September 10, 2018 4:30pm Sundance, WY

Board Members present: Andrea Wood, Kendra Meidinger, Deb Smith, Steve Lenz (via phone), Cynthia

Guests: Jennifer Womack, Dan Fairbanks

The meeting was called to order at 4:42pm by President Andrea Driskill. The agenda and was approved and Treasurer's report given by Kendra.

Andrea reported on updates for TravelStory GPS which is ready for locations to be chosen.

Jennifer Womack gave the update on our marketing efforts reporting that our facebook users and engagement have increased significantly and website traffic was up to 15000 sessions in August. She is also working on updating our photography database, press releases and waiting on reports from the Wyoming Office of Tourism for various ads.

Dan Fairbanks shared with the board the efforts the PAC has done in favor of the increased lodging tax including the yard signs that were distributed to Moorcroft, Hulett and Sundance.

Discussion was held regarding contacting previous grant recipients to give testimonials and pictures of events that were funded in part with Lodging tax grant monies.

An update regarding the board's bylaws, rules and regulations was discussed and motion to workup revisions via email was approved.

Steve presented the new design options for the billboard outside of Spearfish on I-90, the board approved a new design featuring TravelStory GPS with Devils Tower which will be replaced in October.

The Black Hills and Badlands Tourism Association presented a contract via email for 2018/2019 which was already included in this years' budget which was also approved by the board.

The board also discussed Rocky Mountain International's event called the International Roundup (IRU) which will be held in Spearfish on May 1, 2019. The board will send Jen Womack as the representative to showcase area tourism business to help draw in international visitors. A questionnaire will be sent out to businesses asking for participation in the IRU to be presented to European tour operators on behalf of participating entities.

Kendra reported that she will meet with the accountant to fill out the paperwork for the annual audit that is due September 30, 2018.

Elections were held and the new offices are as follows: Steve Lenz-President, Andrea Wood-Vice president, Cynthia Clonch-Secretary, Kendra Meidinger-Treasurer.

The meeting was adjourned at 5:24. The next meeting is scheduled for November 12, 2018 at the Best Western in Hulett at 4:30.

Respectfully submitted,

Kendra Meidinger