

March 13, 2017

## **Crook County Promotion Board Minutes**

Attending: President Andrea Wood, Vice President Joleen Hart, Member Rose Ann Olson, Secretary Steve Lenz, Treasurer Kendra Meidinger, Member Cynthia Clonch.

Visitors: Jen Womack w/Sagebrush, Dan Fairbanks, Jaquie Wyatt & Glenn Wyatt

**Rose moved to approve the agenda, Joleen seconded, All in favor, Motion carried.**

**Joleen moved to approve the minutes as presented, Kendra seconded, All in favor, Motion carried.**

Kendra presented the Treasurer's report with a balance of \$58,583.25 in the checking account and \$18,436.67 in a CD. Kendra stated that four months of distributions, \$71,305.06, had been received in Lodging Tax held since December by the Crook County Treasurer. Rose requested a running total of all transactions that take place each month between meetings so the board could review. **Cynthia moved to approve the Treasurer's Report, Joleen seconded, All in favor, Motion carried.**

The Board asked Steve if he would contact Doug Tracy to attend the next board meeting as it is a budget session for the CC Promo Board.

The Revised Joint Powers Agreement was discussed. The board gave Steve all the signed letters from the Crook County governing entities to send off to the Attorney General once Sundance finalized their decision. Cynthia reported that the Crook County Commissioners decided to give the 10% back to the Promotion Board, Hulett Mayor and Council decided to keep their 10%, Moorcroft Mayor and Council decided to keep the 10% and give it to their Chamber of Commerce, Sundance decided to continue receiving their 10% and give it to the Sundance Area Chamber of Commerce.

Steve reported he had presented the revised Joint Powers Agreement to the Sundance Mayor and Council at their February meeting where the vote was in favor to sign the revised agreement. Steve stated the Mayor had declined at the March meeting to finalize the JPA as it did not have the "unanimous" language he had requested be a part of the revision. Andrea refuted the Mayor's position as Mr. Brooks had met with several members of the Promotion Board in a work session back in January and together with Crook County Joe Baron, the differences between the City of Sundance and the Crook County Promotion Board had been worked out. Andrea said the Mayor agreed to the original language of the Joint Powers Agreement and the original never had the word, "unanimous" in it. The Board agreed to have Steve talk once more to the Mayor and get all the copies sent off to the Attorney General.

Jennifer Womack, Sagebrush Marketing, reported the Devils Tower Country website was working again with the revisions, however, there were still some glitches she was working on.

Rose Ann stated she didn't think it was good for the CC Promo Board members' businesses to be 'buried' in the website LODGING section. Jen agreed and proposed additional divisions of businesses to correct the situation. Jen also agreed to research and provide analytics on the website 'hits' and 'click thrus' and bring that information back to the board. Jen also offered to bring a digital camera to the next meeting to get uniform pictures of all the board members for the BIO section of the website. She spent time explaining Facebook video ideas she had to make mini ads featuring Devils Tower for National Tourism Week.

Story, from GPS Travel Stories is working on a bid for additional GPS tour pricing for Crook County communities to join in on the agreement CC Promotion Board had already entered into. Pine Haven had requested at the January meeting to make a Travel Story in conjunction with the Promotion Board.

Jen also reported that the table top ads could be soon printed and posters would be 11"X17". Dan Fairbanks offered that a QR code should be applied to the printed material as Travel Stories is a difficult app to find in the Apple Store. Other comments included to change the ad wording to "Walk around Devils Tower" and to include all highway routes through Crook County. Dan Fairbanks talked about another travel story service called, IZI.TRAVEL that is free and more detailed than the Travel Story app. The Board said they'd look into the other service. Sagebrush Marketing presented a bid for \$343 for 1,000 table tents, 100 qty 11"X17" posters, and 100 qty 8 1/2"X11" posters which included all graphic design and shipping fees.

**Rose moved to approve the bid, Joleen seconded, All in favor, Motion carried.**

Talk revolved around the 500,000 Devils Tower Country brochure copies that were made and that Dean of Certified Distributing said he still has 70,000 in storage. Rose said she has 200,000 left over from a previous printing. The total 2016 brochure distribution was estimated to be 230,000. Discussion was held regarding expanded distribution to get the left over brochures into tourist hands. Further discussion was held on possible styles and designs, folding patterns and build-to quantities for new brochure development. **Cynthia moved that Jen bring a variety of alternatives, rack cards and visitor's guide examples, to the next board meeting for consideration. Joleen seconded, All in favor, Motion carried.**

The Certified Distribution contract was presented and discussed. Two invoices were presented and the cost for each was \$1,737.36 + \$7,857.65 to distribute Devils Tower Country brochures to all of Wyoming, Billings, Nebraska, South Dakota, BH/BL. **Kendra moved to approve both invoices, Rose Ann seconded, All in favor, Motion carried.**

Discussion was held that the CC Promo Board Post Office box was inadvertently shut off due to payment not received. Steve reported he had given the Post Office invoice to Doug Tracy, but Doug was doing taxes and did not get time to make the payment. Steve further added he had paid the \$56 box fee to get the mail delivery to the Promo Board box turned back on. **Rose Ann moved, Cynthia seconded to reimburse Steve the \$56. All in Favor, Motion carried. Steve abstained due to a conflict of interest.**

Conversation revolved on a variety of subjects; invoices from Sagebrush Marketing, Facebook ads, number of internet 'hits' Devils Tower gets each month, press releases to the WY Travel and Tourism Department, moving forward with the revised JPA, lodging tax conversation and new laws that were proposed to change the percentage of tax, what it would take to increase the lodging tax percentage.

Jen proposed a Tourism Facebook group page where all the Crook County communities could post their events to Jen and she'd market them through Facebook. **Cynthia moved, Rose Ann seconded to allow Sagebrush Marketing to build a Facebook/Event page. All in favor, Motion carried.**

Grant Requests to the Promotion Board were presented by:

Dan Fairbanks, Sundance Area Chamber of Commerce

Glenn & Jaquie Wyatt, Vore Buffalo Jump

Hulett Chamber of Commerce

Moorcroft Chamber of Commerce

Grant requests exceeded the 2019-17 grant disbursement budget established by the Promotion board. **Kendra moved, Joleen seconded to give \$900 to the Vore Buffalo Jump site and \$500 each to the Sundance, Hulett & Moorcroft Chamber of Commerces. All in favor, Motion carried.**

Discussion was held that in the upcoming budget session the board would need to review the amounts for distribution as the communities were submitting more applications each year.

Meeting was adjourned at 5:47pm by President Andrea Wood.

Next Promotion Board meeting will be held on May 1, 2017 at 4:30pm at the Devils Tower Best Western in Hulett, WY.

Minutes respectfully submitted this \_\_\_\_ day of April, 2017 by \_\_\_\_\_ secretary  
Steve Lenz

Minutes approved this \_\_\_\_ day of May, 2017 by \_\_\_\_\_ president  
Andrea Wood