

May 1, 2017

Crook County Promotion Board Minutes

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

Absent: Joleen Hart, Vice President

Visitors: Jen Womack w/Sagebrush, Dan & Sharon Fairbanks, Jim Wilkerson, Doug Tracy

Rose Ann asked that the minutes be corrected to the only lodging “buried” in the minutes was the (2) Best Westerns, not all Crook County lodging. Kendra also added that in a paragraph there was a word ‘hen’ listed instead of the correct ‘then’. **Steve moved to accept the minutes as presented with corrections listed above, Kendra seconded, All in Favor, Motion Carried.**

Kendra indicated she was writing letters to the Chambers regarding the new lodging tax distribution plan as approved in previous promotion board meetings. Kendra also presented the Treasurer’s Report. Rose Ann asked that the report be completed and emailed at least two weeks prior to the upcoming meeting so the board members had time to review the information. **Rose moved to approve, Steve seconded, All in Favor, Motion Carried.**

Jennifer Womack w/Sagebrush presented on all the work she had completed since the last meeting: Explore Devils Tower Country, GPS Walking Tour, That’s WY# campaign, Videos for Facebook posts of Alva, Aladdin Tipple, Aladdin Store, and sites along Hwy 24. She also indicated a Facebook group site was launched that was ready to take events and activities submissions for the summer tourist season. Jennifer also had press releases ready and the board encouraged her to submit to WREN, Hills Happenings, BH Pioneer, BH/BL, and the Sundance website. Discussion was held that the Devils Tower Country website was not working correctly and the group gave suggestions for new layouts.

Jim Wilkerson with Miles Marketing was on hand to discuss advertising options for the 2018 Wyoming Office of Tourism (WOT) Official Travelers Journal (OTJ). He indicated that all generations liked the OTJ and distribution was up on that publication. Jim also shared that digital ads were available complete with video if the CCPromo board was interested. Andrea thanked Jim for his presentation and said a decision would be made later in the meeting as to the direction the board would participate. Discussion was held to reach out to the WOT for video and pictures of Devils Tower and NE Wyoming.

Discussion was held on the Joint Powers Agreement (JPA). Steve shared Sundance Mayor Brook’s opinion that Sundance could not sign the agreement until the wordage was changed from “majority” to “unanimous”. Andrea said she’d reach out to Crook County Attorney, Joe Baron, to see if he’d accompany her to one of the upcoming Sundance City Council meetings. Kendra suggested to table the JPA and for Cynthia to call Joe Baron. **Rose Ann made a motion to the**

have Joe Baron accompany the board to the June Sundance City Council meeting. Kendra seconded, All in Favor, Motion Carried.

Kendra inquired whether the communities would be receptive to quarterly 10% payments of the Lodging Tax distribution. Steve indicated he thought it would be no problem to Sundance. The board agreed to make quarterly payments to the municipalities that opted to receive the payment.

Discussion was held regarding Travel Storys and whether to finance other communities participation in the self-guided GPS tours. There was conversation that revolved around getting advertisers to help offset the cost of adding a GPS tour. It was discussed to link all the tours to Rocky and the Crook County Museum tours as it would be a reduced rate to add tours on an established Travel Story. Questions revolved around how many people listened or participated in the CCPromo board tour. There were no stats to reference. No decision was made at this time.

Disposal of the old Devils Tower brochures was discussed. Recycling services are available for disposing the out dated brochures. Other options were to give the older brochures to distribution services who would take them out to locations beyond the promotion board's usual routes. For \$35 to participate in BH/BL brochure swap meet, 1K to 2K brochures can be distributed. Dan Fairbanks and Kendra agreed to work together to get more of the brochures out where they'd do some good. Jennifer with Sagebrush agreed to take brochures to Converse and Natrona counties.

It was shared that Joleen Hart would not be seeking re-appointment for a position with the Crook County Promotion Board. Steve offered Casey w/ Buffalo Jump Saloon & Grill to be considered as a replacement. He said he'd get an application to Casey.

Andrea invited the membership to come to the Driskill Campstool Ranch headquarters for an evening with the WY AG committee and several members of the WOT. She asked that members who would attend to please RSVP prior to the event.

Sagebrush Marketing submitted an \$9500 estimate to redesign and print a new CCPromo brochure. She also submitted a \$918 bill for services rendered. The board discussed other advertising options than another brochure. **Rose Ann moved to pay the invoice, Kendra seconded, All in Favor, Motion Carried.**

The Board agreed to purchase the following ads from Miles Media:

Page 4 WOT OTJ	\$ 8722
Online Banner (Sml Rec) OTJ	455
Online Banner (Native) OTJ	1300
Online Video (we produce) OTJ	<u>4000</u>
Total	\$14477

The 2017/2018 budget was discussed. **Cynthia moved to approve a \$75,000 budget, Steve seconded, All in Favor, Motion Carried.**

Grant applications were reviewed and discussed. These are applications:

Moorcroft Texas Cruisers Car Show \$250

Hulett Roping Club 500

Rose Ann moved to approve the two applications, Kendra seconded, All in Favor, Motion Carried.

The board discussed an \$4K application from the Devils Tower KOA for the annual 4th of July Fireworks show. Andrea recused herself from the vote and discussion. Cynthia moved to approve for \$3.5K. The motion died for a lack of a second. Andrea removed herself from the meeting room so the board could discuss the application. Cynthia moved to approve \$1.8K for the purpose of advertising and banner and video of the fireworks display at the KOA. **Rose Ann seconded, All in Favor, Motion Carried**

The meeting was adjourned at 7:30pm.

Minutes prepared by _____ this 5th day of June.

Steve Lenz

Minutes approved by _____ this _____ day of _____.

Andrea Wood