

Crook County Promotion Board

July 9, 2018

ATTENDING: Bob Olson, Steve Lenz, Andrea Wood, Cynthia Clonch, Kendra Meidinger

ABSENT: Rose Olson

GUESTS: Mayor Larry Suchor

President Andrea Wood called the meeting to order @ 4:30pm

Kendra moved to accept the agenda as presented, Cynthia seconded, All in favor, motion carried.

Kendra moved to accept the May minutes as presented, Bob seconded, All in favor, motion carried.

Steve moved to accept the Treasurer's report as presented, Bob seconded, All in favor, motion carried.

Cynthia presented the Moorcroft Jubilee grant and explained the request to the Board. The grant was not acted upon and saved for voting later in the agenda.

Steve reported that he had talked to Crook County Clerk, Linda Fritz, regarding the procedure to have a new Promotion Board member selected. Interested persons needed to pick up an application from the Clerk's office, fill it out, and return to Linda for placement on the Crook County Commissioner's meeting agenda. Steve also shared he had visited with Deb Smith from Seven J Outfitters about applying for the position vacated by Joleen Hart.

Kendra reported on the public hearing she had held in Hulett for the Promotion Board 2018-19 budget. No one from the public showed up to the meeting and after 30 minutes, Kendra closed the meeting. Bob moved to approve the 2018-19 Promotion Board budget as prepared in previous meetings, Cynthia seconded, All in favor, motion carried.

Steve gave an update on the 4% Lodging Tax Initiative. He shared that together with Andrea, they had presented to the Commissioners and after Joe Baron drafted a resolution, the Commissioners voted unanimously to put the proposition on the general ballot in November. Steve also shared the Sundance Area Chamber of Commerce had voted to put \$250 toward yard signs to promote the lodging tax. Sundance State Bank President, Andy Miller, sent a match challenge letter to the municipalities and chambers in Moorcroft, Hulett, and Pine Haven. Mayor Suchor said he would put the match challenge on the next Pine Haven City Council agenda.

President Wood dialed in to a video conference with TravelStorys. There was detailed discussion regarding the Promotion Board's contract, what we hoped to complete, what we needed to do on our end to complete the project, what we could expect from TravelStorys. Cynthia moved to approve the TravelStorys GPS contract from the South Dakota state line to the

Campbell County line and to complete the highway loop in Crook County, Bob seconded, All in favor, motion carried.

After discussion regarding the yearly contract with Sagebrush Marketing, Bob moved to approve the contract as presented, Kendra seconded, All in favor, motion carried.

Steve had sent billboard art to the board members prior to the meeting that could replace the artwork on (2) billboards the Promotion Board currently leases. Discussion was held on choosing features, changing messages, and enhancements. Cynthia moved for Steve to get more samples and have construction enhancements addressed, Kendra seconded, All in favor, motion carried.

The agenda had a Social Media item for discussion. Kendra moved to table the discussion until the September meeting, Bob seconded, All in favor, motion carried.

Discussion was held regarding the annual audit. Kendra said she would work with Doug Tracy to complete the audit and present at the September meeting.

Promotion Board elections were scheduled for the July meeting, after discussion the board decided to table until the September meeting.

Andrea told the board that since we had made changes to the bylaws, the 45 day advertising process would have to begin again. She also reported that Joes Baron had not replied back to the changes the board asked for. Discussion was held that the board had to reply to the changes by July 16 and to have a conference call on the 17th, so Joe could complete his end of the work by July 23. The board tentatively set the conference call time at 6:30pm. Cynthia moved to review the bylaws, make changes, and to have a 6:30pm conference call, Kendra seconded, All in favor, motion carried.

Grants were discussed with the Moorcroft Jubilee as the only one submitted for the July meeting. Cynthia gave a presentation regarding how sales and lodging tax are positively affected by the event. Steve moved to approve the requested \$750, Bob seconded, All in favor, motion carried.

President Wood adjourned the meeting at 6:10pm

Minutes submitted by Steve Lenz, Secretary