

Crook County Promotions Board
By-Laws

Adopted March 2013
Revised December 2017
1st Reading January 2018
Revised October 2025

- A. **Organization:** The Crook County Promotion Board, hereinafter referred to as CCPB, is organized as a joint power board pursuant to Wyoming Statutes 16-1-101 to 16-1-109 and 39-15-101 to 39-15-211: and is governed by the Joint Powers Agreement of July 13, 1989 (amended January 18, 2018). CCPB is funded primarily by distributions from the Crook County Local Option Lodging Tax and from the Crook County share of the State Lodging Tax.
- B. **Governing Authority:** The Crook County Promotion Board exists as a result of the Joint Powers Agreement originally entered into by and between the Governing Agencies of Hulett, Moorcroft, Pine Haven, Sundance, and Crook County on July 13, 1989 and amended January 18, 2018, and therefore the CCPB is subject to the terms and provisions of the Joint Powers Agreement as it now exists or as it may hereafter be amended or modified in accordance with applicable Wyoming law and to the oversight of the above-named governmental agencies.
- C. **Purpose and Mission:** The purpose of CCPB shall be to promote travel and tourism within Crook County. CCPBs primary mission shall be to increase the number of overnight visitors to the county through the effective spending of lodging tax and other CCPB 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, highlight local attractions and businesses, and endeavor to enhance the experience of visitors to the county.
- D. **Marketing Grant Policy:** CCPB shall oversee the dispersal of marketing grant funds to applicants in accordance with the “Guidelines for Crook County Promotion Board Grant Application” section in CCPB’s Rules and Regulations document. For these marketing grants, the Board encourages allocating lodging tax dollars toward the strategic promotion and advertising of events that have the potential to attract visitors and generate overnight stays within the community. Priority should be given to marketing efforts that enhance regional visibility and support tourism-related economic activity. Preference may be given to nonprofit organizations; however, applications from private businesses will also be considered, provided they can

clearly demonstrate that their event directly contributes to increased lodging occupancy. The Board does not support the use of these marketing grant funds for non-marketing purposes, such as event setup, cleanup, or entertainment expenses, as such costs fall outside the primary intent of promoting tourism and overnight stays.

- E. Board Action: CCPB shall act in accordance with Wyoming Statutes 16-1-101 to 16-1-109 and 39-15-101 to 39-15-211 and the Joint Powers Agreement of July 13, 1989 (amended January 18, 2018). CCPB may employ administrative and such other technical, legal, and clerical assistance as needed.
- F. Membership: CCPB shall consist of six (6) members who shall be qualified electors of Crook County. Each of the Governing Agencies participating in the Joint Powers Agreement (Hulett, Moorcroft, Pine Haven, and Sundance) shall have one (1) representative on the board appointed by the governing body of the municipality. The Crook County Commissioners shall appoint two (2) additional members at large from within the county. Most members shall be representatives of the travel and tourism industry within Crook County. All members are expected to abide by the CCPB “Code of Ethics” as outlined in the Rules and Regulations of the organization. Members who violate the “Code of Ethics” will be referred to his/her governing body.
- G. Compensation: Members of CCPB shall serve without compensation but may be reimbursed for travel and per diem expenses as provided to state employees.
- H. Conflict of Interest: Any member of the 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 a 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 meetings shall be disregarded for the purpose of obtaining a quorum for voting in accordance with Wyoming State Law.
- I. Term of Office and Meeting Attendance: CCPB members shall serve three (3) year terms. Vacancies for membership shall be filled in June or as they arise by the municipalities they represent or the County Commissioners. Members shall strive to attend all meetings. If a member is unable to participate in a meeting, he/she shall notify the CCPB chairperson as soon as possible and before the meeting. CCPB shall request the resignation of any board member who accumulates three (3) consecutive unexcused absences. Following resignation, the board should provide the Governing Agency with a list of nominees for the available board position.
- J. Quorum: Any four (4) members shall constitute a quorum. No business shall be conducted without a quorum present. Meeting attendance via conference call, electronic video conferencing, other means may be allowed if approved in advance by the CCPB chairperson.

- K. Election of Officers: CCPB shall elect from its members a chairperson, vice-chairperson, 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 June of each year.
- Office of Chairperson
 - i. Call meetings as necessary
 - ii. Notify all members of meetings as they are called
 - iii. Preside over all CCPB meetings and public hearings
 - iv. Create the agenda for CCPB meetings
 - v. Appoint members of all committees
 - Office of Vice-Chairperson:
 - i. Call and preside over meetings in the absence of the chairperson
 - ii. Monitor all meetings and activities of the appointed committees and make necessary recommendations to the Board
 - iii. Perform other such duties as requested by the Chairperson
 - Office of Secretary:
 - i. Keep a record of membership and their attendance at meetings
 - ii. Keep an accurate record of all meetings and prepare minutes
 - iii. Present minutes from the previous meeting for Board approval
 - iv. Submit approved meeting minutes to the Crook County Clerk
 - v. Be responsible for all board correspondence
 - vi. Keep other records and perform other duties as may be requested by the Chairperson
 - Office of Treasurer:
 - i. Keep an accurate and detailed record of all funds available from the receipt of lodging taxes and other revenues
 - ii. Keep an accurate and detailed record of all receipts and disbursements
 - iii. Pay all CCPB bills and issue disbursement checks for approved grants
 - iv. Issue lodging tax disbursements to participating Governing Agencies quarterly
 - v. Present a detailed financial report at each CCPB meeting
 - vi. Assist in the development of a proposed budget
 - vii. Schedule and oversee the Public Budget Hearing
 - viii. Send a certified copy of the Adopted Budget to the Crook County Clerk
 - ix. Oversee the Audit process

- L. Notice of Meetings: Notice of regular, special, or emergency meetings of the CCPB shall be provided in accordance with the Wyoming Open Meetings Law. Notice of meetings shall be sent to each member of the 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 the CCPB by any of the above means or by telephone. A reasonable effort shall be made to offer public notice of emergency meetings.
- M. Meetings: Meetings of the CCPB shall be open to the public and shall be conducted in accordance with Wyoming Open Meetings Law. Regular meetings shall occur bi-monthly as scheduled by the board. Meetings shall follow Robert's Rules of Parliamentary Law as much as possible. Agendas shall follow as closely as possible to the "Annual Calendar of Work" outlined in the CCPB Rules and Regulations.
- N. Order of Business: The order of business for all regular meetings of the Board shall be as follows:
- Call to Order
 - Introduce Guests
 - Adopt Agenda
 - Read and Adopt the Minutes
 - Financial Report
 - Marketing Report
 - Old Business
 - New Business Discussion
 - New Business Action
 - Other Business
 - Adjournment
- O. 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. Upon approval at any regular CCPB meeting, the minutes shall be submitted to the Crook County Clerk by the secretary. These minutes shall be distributed to the members of CCPB. Copies of the minutes shall be provided to the public upon request and payment of the associated public record fee as established by the board. The secretary shall also keep a record of all committee and subcommittee meetings, election results, bylaws, policies, and employment contracts.
- P. Financial Records: The elected treasurer of CCPB shall provide a report, in writing, of board income and expenditures at every meeting. They shall keep a record of all audits, financial statements, budgets, and rate schedules.

Q. Budgets: The treasurer will oversee the development of the proposed fiscal year budget that includes 1) actual revenues and expenditures in the last completed budget year, 2) estimated total revenues and expenditures for the current budget year, and 3) estimated available revenues and expenditures for the ensuing budget year.

The proposed budget shall include an outline of the proposed financial policies for the budget year, a description of the reserves on hand and current reserve policies, and explanations for changes from the previous year's budget. CCPB shall present its proposed budget during a public budget hearing no later than the third Thursday in July. Within three (3) business days of the public hearing, the CCPB shall meet to adopt the budget. The treasurer shall send certified copies of the adopted budget to the Crook County Clerk no later than July 31 and shall file all necessary paperwork with the State of Wyoming.

R. Amendments: These bylaws may be amended by CCPB at any time upon a majority vote of its members. The bylaws must be presented to the public no less than 30 days before they are adopted.