

CROOK COUNTY TOURISM PROMOTION BOARD

Wednesday, January 15, 2025 • 5:00 p.m. • Moorcroft, Wyoming

MEMBERS PRESENT: Cindy Mosteller (6/2025, Moorcroft) • Rachel Mahoney (6/30/2025, County) • Connie Hippen (6/2027, Hulett) • Korina Ike (Crook County, 6/2027).

MEMBERS ABSENT: Darlene Coder (6/30/2026, Sundance).

GUESTS/STAFF PRESENT: Jen Womack, Sagebrush Marketing • Dan & Melissa Lanctot.

DECEMBER 2024 MEETING MINUTES: The minutes were approved as presented. 1st Connie 2nd Korina Motion carried.

FINANCIAL REPORTS & INVOICES The month's invoices and financial reports were approved as presented. Year-to-date revenue is \$168,522.09, up from \$137,168.7279 a year ago. 1st Connie 2nd Korina. Motion carried.

Sundance State Bank was approved as the official depository for the year, maintaining the board's current bank accounts. The Sundance Times was named the official newspaper. 1st Korina 2nd Rachel

\$2,908, drawing on Sundance grant dollars, was approved for advertising the Feb. 15 Winterfest. 1st Korina 2nd Connie

SAGEBRUSH MARKETING REPORT

- International Roundup post-event tour in the works.
- Also working on a FAM tour for April 19. (France)
- Car show poker run taking shape.
- Working to get the board on Pinterest
- The state is updating its portal, a much-needed thing.
- Submitted coupon material to Black Hills and Badlands and am waiting on a proof.
- Gov Con 2025 – Jan. 26-28
- Working on the international website content
- Hulett Chamber of Commerce
- Vacation Directory
- Phone number for travel inquiries
- New board members

Video Work

Board members approved Ponderosa Hills Production LLC as their video company and made plans to get started on new projects for 2025. The Lanctots, Dan and Melissa, will begin working on projects right away. 1st Rachel 2nd Korina

2025 MEETINGS (3rd Wednesday of each month)

	July 16, 2025 • Moorcroft • TBD • 6 p.m.
Feb. 19, 2025 • Sundance • Crook County Museum • 5 p.m.	August • No Meeting due to Rally & Back to School
March 19, 2025 • Hulett • Community Center • 5 p.m.	September 17, 2025 • Sundance • TBD • 6 p.m.
April 16, 2025 • Moorcroft • TBD • 6 p.m.	October 15, 2025 • Hulett • TBD • 6 p.m.
May 21, 2025 • Sundance • TBD • 6 p.m.	November 19, 2025 • Moorcroft • TBD • 6 p.m.
June 18, 2025 • Hulett • TBD • 6 p.m.	December • No Meeting due to Holiday