

CROOK COUNTY TOURISM PROMOTION BOARD

Wednesday, February 19, 2025 • 5:00 p.m. • Zoom

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:

GUESTS/STAFF PRESENT: Jen Womack, Sagebrush Marketing • Melissa Lanctot • Bruce Speidel.

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

FINANCIAL REPORTS & INVOICES The month's invoices and financial reports were approved as presented. Year-to-date revenue is \$178,433.02, compared to \$146,249.43 a year ago. 1st Korina 2nd Connie. Motion carried.

\$7,000, drawing on Sundance grant dollars, was approved for a billboard near Piedmont. In that same motion the board approved \$5,519 to offset the costs of Sundance producing its annual visitors guide. 1st Rachel 2nd Connie

SAGEBRUSH MARKETING REPORT

The Wyoming Office of Tourism has confirmed a stop at White Ranch Park for its tour after the International Roundup. We'll hike the area with the group for about 45 minutes to get Devils Tower Country on the map for more international travelers.

We're working on a familiarization tour with state tourism, vetted by Rocky Mountain International, for a group from France on April 19.

Businesses interested in participating in the poker run taking place through Devils Tower Country may soon be contacted by Sandy Martin, the lady organizing a car event in Newcastle for mid-July. Our team is sharing numerous ideas with her.

We're exploring a potential partnership with the company that manages the state's information portal. If successful, the project would streamline data entry and help us ensure that listings in the visitors guides—both local and state—are more complete and accurate.

The annual vacation directory is on the press, with an order for 40,000. Once supplies run low, we'll update the guide and repeat the process. With the implementation of new tools, distribution continues to increase.

We're working on copy for two new buys: one targeting the Denver area and another Salt Lake City. The overarching goal is to entice the drive market to Devils Tower Country.

The Madden Media buy, including geofencing of the surrounding area, is live on Facebook. The buy targets travelers already in the region, ensuring they know about Devils Tower Country. Visits to Mount Rushmore surpassing Devils Tower are evidence that Black Hills travelers are overlooking Wyoming. This creates an opportunity for growth with a targeted campaign.

Video Work

The first video from the new partnership with Ponderosa Hills Production LLC is live and has generated 1,400 views, 24 likes, 126 clicks, and 207 post reactions within two days.

2025 MEETINGS (3rd Wednesday of each month)

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