

CROOK COUNTY TOURISM PROMOTION BOARD

Wednesday, March 19, 2025 • 5:00 p.m. • Hulett Community Center

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 • Sawyer Sweckard.

FEBRUARY 2025 MEETING MINUTES: The minutes were approved as presented. 1st Rachel 2nd Connie Motion carried.

FINANCIAL REPORTS & INVOICES The month's invoices and financial reports were approved as presented. 1st Rachel 2nd Korina. Motion carried.

3.2025-1 HULETT RODEO: \$1,500, drawing on funds from the Hulett grants, was approved for advertising the 2025 Hulett Rodeo.

3.2025-2 COUNTY-WIDE YARD SALE: \$1,109.00, drawing on county grant funds, was approved to help offset advertising costs for the annual "Country Junkin'" event.

SAGEBRUSH MARKETING REPORT

We messaged a group of businesses that would be a good fit for the poker run associated with an upcoming car event in Newcastle. It is up to the individual companies to follow up with the event organizer and be included in the route.

The annual vacation directory has arrived, and distribution is underway. We are seeing a growing number of requests.

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.

PO BOX

Board members agreed to secure a post office box in Moorcroft, hoping it is more accessible for board members.

Video Work

The second video from the new partnership with Ponderosa Hills Production LLC is live and again generating a strong response.

2025 MEETINGS (3rd Wednesday of each month)

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| | 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 |