

CROOK COUNTY TOURISM PROMOTION BOARD

Wednesday, April 16, 2025 • 6:00 p.m. • Kara Creek Ranch

MEMBERS PRESENT: Cindy Mosteller (6/30/2025, Moorcroft) • Rachel Mahoney (6/30/2025, County) • Connie Hippen (6/30/2027, Hulett) • Korina Ike (County, 6/30/2027) via phone • Tammy Gidney (Pine Haven, 6/30/2026)

BOARD VACANCIES: Sundance (6/30/2026)

MEMBERS ABSENT:

GUESTS/STAFF PRESENT: Jen Womack, Sagebrush Marketing • Cassie Snook • Abby Douglas • Macey Halgren • Dan & Melissa Lanctot with Ponderosa Hills Productions • Lori Hutchinson.

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

FINANCIAL REPORTS & INVOICES The month's invoices and financial reports, including the payment of invoices, were approved as presented. 1st Connie 2nd Tammy. Motion carried.

Board members called for writing a budget at 120% of last year's revenue and ensuring the marketing plan is a conservative portion of that total to protect against downturns in revenue.

SAGEBRUSH MARKETING REPORT

Requests for FAM tours are arriving regularly with four sets of guests already on the calendar.

Berkeley Young will be in Moorcroft on April 30 at 9 a.m. to go over the county's plan and talk tourism strategy for Devils Tower Country.

Planning for a literature swap is underway. Jen will get in touch with the board for a time, date and location.

Preparations are underway for the International Roundup, and Devils Tower Country is hosting a tour after the gathering. Guests, beyond taking in the national monument, will tour Vore Buffalo Jump and hike White Ranch Park.

Video Work

Dan and Melissa most recently shot a hiking video with volunteer Kendra Meidinger. The piece will release Easter weekend.

Bylaws

Updates will be made, but the board is waiting until after the May meeting with Chris Brown from the Wyoming Travel Industry Coalition.

Brainstorm Session

Cindy announced that the Colorado and Wyoming Association of Museums will meet in Devils Tower Country in April 2027.

Kara Creek Ranch shared that they're hosting trail rides in June and July. That info will be added to the Devils Tower Country website. It was also noted that they are now hosting weddings. Images will be provided for the website, and a connection will be made with Ranch A to direct any overflow bookings to another Devils Tower Country venue. The ranch can also host business meetings, quilt retreats, etc., with a capacity of up to 25 rooms. Their pheasant hunting season spans September through March.

The board asked Jen to contact Rocky at the museum in Sundance and the state regarding the replacement of the Custer Expedition sign south of Sundance.

Tammy suggested a poker chip collection promo, and Jen agreed to address its development and associated costs when drafting the next marketing plan.

2025 MEETINGS (3rd Wednesday of each month)

May 21, 2025 • Sundance • Mtn. View Campground • 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.
July 16, 2025 • Moorcroft • TBD • 6 p.m.	November 19, 2025 • Moorcroft • TBD • 6 p.m.
August • No Meeting due to Rally & Back to School	December • No Meeting due to Holiday