

# CROOK COUNTY TOURISM PROMOTION BOARD

Wednesday, May 22, 2025 • 6:00 p.m. • Mountain View Campground

**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 • Chris Brown, Wyoming Hospitality and Travel Coalition.

**APRIL 2025 MEETING MINUTES:** The minutes were approved following minor edits. The final copy is on file. 1<sup>st</sup> Connie 2<sup>nd</sup> Korina Motion carried.

**FINANCIAL REPORTS & INVOICES** The month's invoices and financial reports were approved as presented. 1<sup>st</sup> Connie 2<sup>nd</sup> Tammy. Motion carried. Included in that approval was the draft budget for 2025-2026.

**JUBILEE DAYS:** Board members agreed to reimburse the Moorcroft Chamber for qualifying advertising expenses for Jubilee Days up to and not to exceed \$2,280.00. 1<sup>st</sup> Rachel 2<sup>nd</sup> Korina.

## **SAGEBRUSH MARKETING REPORT**

### INTERNATIONAL ROUNDUP

Extremely successful. The post-event tour was well received and included requests about specific properties.

Interest in guest ranches was at an all-time high—several follow-ups to make.

Beyond the guide, we need to establish a publicly accessible photo gallery.

### STRATEGIC PLANNING

On my list to make the updates discussed that day.

### PARTNER PORTAL

Changing our approach to business information and our team is starting to contact business owners for updates.

### COWBOY STATE DAILY

Nice coverage received with the recent article about tourism growth.

### TOURISM TAILGATE PARTY

Let's gather in a different town each year, grill some burgers and talk tourism. Fun and low-cost. Board agreed to put it on the calendar for Fall 2025.

### POSTCARD EDDM

Crook County mailing is done. Can I send the balance to Spearfish? Board approved an expenditure to mail the remaining postcards to addresses in Spearfish, South Dakota. 1<sup>st</sup> Rachel 2<sup>nd</sup> Korina

#### WYOMING LIVESTOCK ROUNDUP

Board members approved a two-page spread touting Devils Tower Country and instructed Jen to negotiate a reduced price. 1<sup>st</sup> Connie 2<sup>nd</sup> Korina.

#### BOARD MEMBERSHIPS

New application from county. Board had no changes.

#### BOARD HELP

We need local input. Kasey will be calling you.

#### CUSTER EXPEDITION SIGN

Have application materials on file. Will move forward for further review at the June meeting.

#### Video Work

Dan and Melissa were out videoing mountain bikers. Jen will follow up on their requests for information and resources.

#### Bylaws

Board members instructed Jen to get pricing from a consultant to make updates. Among the changes the board requested was limiting grant dollars to non-profits organizations and groups of businesses partnering to bring people to the area for overnight stays. Board members underscored the importance of investing dollars in events that generate additional overnight stays. 1<sup>st</sup> Rachel 2<sup>nd</sup> Tammy.

#### 2025 MEETINGS (3<sup>rd</sup> Wednesday of each month)

	<b>September 17, 2025 • Sundance • TBD • 6 p.m.</b>
<b>June 18, 2025 • Hulett Devils Tower National Monument • 6 p.m.</b>	<b>October 15, 2025 • Hulett • TBD • 6 p.m.</b>
<b>July 16, 2025 • Pine Haven • Gazebo at Town Hall • 6 p.m.</b>	<b>November 19, 2025 • Moorcroft • TBD • 6 p.m.</b>
<b>August • No Meeting due to Rally &amp; Back to School</b>	<b>December • No Meeting due to Holiday</b>

The meeting adjourned at approximately 8 p.m.