

# CROOK COUNTY TOURISM PROMOTION BOARD

Wednesday, June 18, 2025 • 6:00 p.m. • Devils Tower National Monument

**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) • Tammy Gidney (Pine Haven, 6/30/2026)

**BOARD VACANCIES:** Sundance (6/30/2026)

## **MEMBERS ABSENT:**

**GUESTS/STAFF PRESENT:** Jen Womack, Sagebrush Marketing • Dan & Melissa Lanctot, Ponderosa Hills Production • Ogden Drikill • Andrea Driskill Wood • Doug Crossen, Devils Tower National Monument Superintendent.

**MAY 2025 MEETING MINUTES:** The minutes were approved as presented; 1<sup>st</sup> Connie 2<sup>nd</sup> Tammy

**FINANCIAL REPORTS & INVOICES** The month's invoices and financial reports were approved as presented. 1<sup>st</sup> Connie 2<sup>nd</sup> Korina.

**6.2025-1** While the board did not approve a grant request to support overhead costs for the upcoming Twisted Sisters Money Run, they did support a sponsorship and instructed Jen to proceed with the arrangements. 1<sup>st</sup> Korina 2<sup>nd</sup> Tammy

**6.2025-2** The Crook County Tourism Promotion Board did not allocate funding for the 2025 fireworks display at the Devils Tower KOA. However, the Board recognizes the event's value to the community and acknowledges and appreciates that the EMS and firefighters are the recipients of the donations it generates. As the Board is not in a position to organize or manage events directly, they suggest that these benefiting organizations consider taking the lead in planning and promoting the event going forward. They are also welcome to submit requests for advertising support in future years, with the understanding that proposals should be submitted well in advance to allow for appropriate budgeting and the execution of effective marketing efforts.

**DEVILS TOWER NATIONAL MONUMENT:** Doug Crossen, superintendent at Devils Tower National Monument, discussed potential partnership opportunities with the board. Board members also asked several questions about the Monument. As the discussion wrapped up, Doug agreed to have his staff distribute Devils Tower Country maps at the guard shack as people are exiting the Tower. Maps will be supplied by the board as soon as the reprint arrives.

**BUDGET:** Board members approved a \$478,752.61 budget for the year ahead. It will be advertised in the Sundance Times and a hearing held on July 16, 6 p.m., at the West Texas Trail Museum in Moorcroft.

**MARKETING PLAN 2025-2026:** Board members reviewed and edited the marketing plan for the upcoming fiscal year. With changes in place, it was approved and is attached to these minutes. 1<sup>st</sup> Tammy 2<sup>nd</sup> Rachel

**SAGEBRUSH MARKETING:** Board members voted to renew their agreement with Sagebrush Marketing. 1<sup>st</sup>: Tammy 2<sup>nd</sup>: Rachel.

**MONTEREY HILLS:** Dan and Melissa shared updates on their recent work and plans to attend the 5k at Devils Tower during the coming weekend. The company's work continues to earn strong results and advertising impact for Devils Tower Country.

**OFFICERS:** The following list of officers was elected, along with instructions to remove everyone from the current bank card and add Korina Ike and board chair Cindy Mosteller. Board members approved Treasurer Korina Ike getting a debit card for board expenses. Chair: Cindy Mosteller, Vice Chair: Connie Hippen, Secretary/Treasurer: Korina Ike. 1<sup>st</sup> Rachel 2<sup>nd</sup>: Tammy.

## **BYLAWS**

Board members instructed Jen to move forward in having Rudloff Solutions update the by-laws, bringing them into compliance with state statutes and capturing the below policy:

The Board encourages lodging tax dollars to be allocated toward the strategic promotion and advertising of events that have the potential to attract visitors and generate overnight stays within the community. Priority should be given to marketing efforts that enhance regional visibility and support tourism-related economic activity. Preference may be given to nonprofit organizations; however, applications from private businesses will also be considered, provided they can clearly demonstrate that their event directly contributes to increased lodging occupancy. The Board does not support the use of these funds for event setup, cleanup, or entertainment expenses, as such costs fall outside the primary intent of promoting tourism and overnight stays.

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

<b>September 17, 2025 • Sundance • TBD • 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>