

CROOK COUNTY TOURISM PROMOTION BOARD

Wednesday, July 16, 2025 • 6:00 p.m. • West Texas Trail Museum

MEMBERS PRESENT:

- Cindy Mosteller — Moorcroft (term expires 6/30/2025)
- Rachel Mahoney — County (6/30/2028)
- Connie Hippen — Hulett (6/30/2027)
- 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.

JUNE 2025 MEETING MINUTES: The minutes were approved following edits, reflected in the final files. 1st Rachel 2nd Korina.

FINANCIAL REPORTS & INVOICES The month's invoices and financial reports were approved as presented. The action included the annual budget of \$437,036.14. 1st Rachel 2nd Tammy.

7.2025-1 As part of the financial actions, the board approved up to \$1,100.00 in county grant funds to help advertise the Aug. 16, 2025, car show at the entrance to Devils Tower National Monument. The car club will be asked to submit receipts for reimbursement, accompanied by event data, following the gathering.

7.2025-2 Board members approved a \$500 sponsorship for the upcoming Buckin' in the Bearlodge event in Hulett on Aug. 16. Event hosts were asked to include the board in advertising and hang a Devils Tower Country banner at the gathering.

7.2025-3 Board members approved an expenditure up to \$750 for producing a postcard featuring Hulett, Wyoming, and its business. The Town of Hulett sponsored the request that will be funded using Hulett grant dollars.

BOOKKEEPING: Board members instructed Jen to proceed with securing an expanded agreement with Grooms and Harkins, which would include bookkeeping services and check printing, as well as the accounting services the firm currently provides. Invoices will be submitted monthly by the 10th day, with an expectation that checks will be available for the monthly meeting to be signed and distributed. A representative of the firm is asked to attend an in-person board meeting three times per year and deliver financial reports in a timely manner, leading up to the annual budgeting process.

GRANT APPLICATION: Board members made final changes to the grant application and instructed Jen to submit the final copy to Waves Web Design for posting on the website.

VISITOR GUIDE: Board member instructed Jen to reach out to the chambers of commerce in Moorcroft and Sundance, noting that individual communities will not receive funds to produce visitor guides but can sell ads in the county-wide guide and will be given 50% of the proceeds from their sales. The same opportunity will be considered for Hulett should their board return to a fully functioning and legal entity.

PONDEROSA HILLS: Dan and Melissa shared updates on their recent work and the addition of shorts to their marketing efforts on behalf of the board.

SAGEBRUSH MARKETING: The following updates were provided in reference to work on the board's behalf...

In June 2025, the Crook County Promotion Board's Meta campaigns performed strongly. The prospecting campaign earned 22,339 clicks and over 1.25 million impressions, achieving a click-through rate (CTR) of 1.79% overall and 3.82% for June alone—surpassing industry benchmarks and exceeding the click goal by over 5,000. Meanwhile, the remarketing campaign dramatically outperformed its goal, generating 40,411 clicks on 948,105 impressions with a high CTR of 4.26% (4.91% in June). Combined, the campaigns drove significant engagement, with over 70,000 post engagements, reactions, comments, and shares.

In May 2025, the Crook County Promotion Board's Meta campaigns performed strongly, exceeding click goals for both prospecting and remarketing. The prospecting campaign achieved over 21,000 clicks and a click-through rate (CTR) increase from 1.85% in April to 2.64% in May—well above industry benchmarks. The remarketing campaign generated nearly 40,000 clicks with a 4.25% CTR, more than double the benchmark. Overall, the campaigns also saw high engagement, with thousands of reactions, comments, and shares, indicating effective audience reach and interest.

The Crook County Germany Programmatic Campaign ran from May 19 to June 18, 2025, promoting Wyoming's Devils Tower Country through the Visit The USA platform. The campaign delivered over 1.1 million impressions—slightly exceeding its estimate—and generated 2,603 clicks with an overall CTR of 0.24%, more than double the native CTR benchmark of 0.10%. Using behavioral, contextual, proprietary, and prospective targeting tactics, the campaign successfully reached German travelers interested in U.S. outdoor adventures and Western heritage.

Recently met with Black Hills and Badlands regarding this fiscal year's agreement. Awaiting proposal.

Miles contract in place

Messaged Lamar to cancel billboard

Copy submitted for State Fair publication

Met with Dan and Melissa regarding video projects

Materials compiled and delivered for July 9 fam tour

Devils Tower Country maps updated and on the press

Kasey has finished a review of the website, and we're working to build our industry e-mail list

Sent bylaws changes to Darren of Rudloff Solutions, making updates and ensuring the board's bylaws follow current state statutes.

2025 MEETINGS (3rd Wednesday of each month)

September 17, 2025 • Sundance • White Ranch Park • 6 p.m.
October 15, 2025 • Hulett • TBD • 6 p.m.
November 19, 2025 • Moorcroft • TBD • 6 p.m.