

# CROOK COUNTY TOURISM PROMOTION BOARD

Wednesday, Sept. 17, 2025 • 6:00 p.m. • Crook County Museum in Sundance

## 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)
- Karri Buck — Sundance (6/30/2026)

## BOARD VACANCIES:

None

## MEMBERS ABSENT:

Tammy Gidney — Pine Haven (6/30/2026)

## GUESTS/STAFF PRESENT:

Jen Womack, Sagebrush Marketing.

**JULY 2025 MEETING MINUTES:** The minutes were approved as presented. 1<sup>st</sup> Rachel 2<sup>nd</sup> Connie.

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

## **TWO GRANTS, AS OUTLINED BELOW, WERE APPROVED BY THE BOARD. 1<sup>ST</sup>: Rachel 2<sup>nd</sup>: Connie**

**9.2025-1** Up to \$700 in advertising reimbursement was approved for the Fall Pheasant Festival at Kara Creek Ranches. The board did ask that future applications be submitted earlier, providing the opportunity to include Devils Tower Country on the advertising.

**9.2025-2** Board members approved \$2,386.49 in advertising for Ranch A. Board members did make an exception for this buy, but did ask that future requests be made well in advance of advertising and as part of a broader marketing plan for the facility.

**CUSTER EXPEDITION:** State Parks approved the board's request for a sign regarding the Custer Expedition graves south of Sundance. Copy was submitted, along with a bibliography.

**KOA GUIDE RENEWAL:** Board members renewed their advertising buy in the annual KOA guide, with funds to be drawn from the grant funds set aside for each community. 1<sup>st</sup>: Connie 2<sup>nd</sup>: Korina.

**SAGEBRUSH MARKETING:** Our monthly invoice outlines the work we've been doing on your behalf. The development of the updated travel guide is underway, with articles that highlight the connection between local history, culture, and businesses. We've also submitted the annual full-page ad for the Wyoming Travel Journal and continue to devote time to social media outreach.

Recent efforts include delivering another load of guides to Gillette, submitting material for a branded content page with the Wyoming Office of Tourism, and fulfilling visitor guide requests, though at a slower pace this time of year. We're also hosting two international travel groups this month and remain in close contact with the Wyoming Office of Tourism regarding international marketing opportunities.

Looking ahead, we're working with Madden Media on campaigns that will launch with the new year to encourage travelers to plan their 2026 vacations in Devils Tower Country. At the same time, Dan and Melissa will recap 2025 with messaging that reinforces the importance of visiting Devils Tower Country in 2026.

We're also awaiting a report from the Wyoming Office of Tourism on the impact of the Sturgis Motorcycle Rally, which will help guide strategies to better capitalize on that event. Please let me know if you have any questions.

Checking out telescopes, to encourage stargazing in the area and overnight stays, was discussed. Karri volunteered to research telescopes and report back to the board in October. Individual board members will talk to the librarians in their respective communities to see if they would be willing to handle the checkout process.

Jen reported that she attended a Sundance Chamber meeting to discuss the visitors guide. The group was presented with the opportunity to help sell ads and keep half of the proceeds to support their efforts.

**BYLAWS:** Board members approved edits to the board's bylaws. A final review and adoption will be made when the board meets in October.  
1<sup>st</sup>: Korina 2<sup>nd</sup>: Rachel.

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

<b>October 13, 2025 • Hulett • Community Center • 5 p.m.</b>
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<b>November 19, 2025 • Moorcroft • TBD • 5 p.m.</b>
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