

A G E N D A
Scotts Bluff Area Visitors Bureau
Wednesday, January 13, 2021
Meeting Location: ZOOM MEETING

1. Call to Order. Roll Call.
For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.
2. Introduction of guests.
3. Approve January 13, 2021 agenda (consider modification, changes.)
4. Approve Consent Agenda – December 9, 2020 minutes, October 2020 lodging tax report, December financial reports, claims, correspondence, verbal Tourism Director Report.
5. Consider approval of additional claims/claim amounts not included under consent agenda
6. Discuss and consider changes to the grant application/Mentor Statement
7. Discuss and Consider reoccurring bill for the Kimball Visitors Center
8. Sub-Committee reports:
Marketing Committee---
Grant Committee ---
Executive Committee---
Budget Committee---
- 9.. Set next meeting date and location---February 10, 2021

A G E N D A
Scotts Bluff Area Visitors Bureau
Wednesday, February 10, 2021
Meeting Location: Legacy of the Plains Museum

1. Call to Order. Roll Call.
For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.
2. Introduction of guests.
3. Approve February 10, 2021 agenda (consider modification, changes.)
4. Approve Consent Agenda – January 13, 2021 minutes, November 2020 lodging tax report, December financial reports, claims, correspondence, Tourism Director Report.
5. Consider approval of additional claims/claim amounts not included under consent agenda
6. Discuss and Consider donation for NETA Senator Day
7. Discuss and Consider Marketing Committee recommendations for print advertising
8. Discuss and Consider Rural Fellows Program grant
9. Discuss and Consider updated mentor statement
10. Sub-Committee reports:
Marketing Committee---Presentations of annual marketing
Grant Committee ---
Executive Committee---Met on January 25, 2021
Budget Committee---
11. Set next meeting date and location---March 10, 2021

A G E N D A
Scotts Bluff Area Visitors Bureau
Wednesday, March 10, 2021
Meeting Location: Legacy of the Plains Museum

1. Call to Order. Roll Call.
For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.
2. Introduction of guests.
3. Approve March 10, 2021 agenda (consider modification, changes.)
4. Approve Consent Agenda – February 10, 2021 minutes, December 2020 lodging tax report, March, claims, correspondence, Tourism Director Report.
5. Consider approval of additional claims/claim amounts not included under consent agenda
6. Discuss and Consider local passport program---Dave Wolf
7. Discuss and Consider Marketing Committee recommendations for digital advertising
8. Discuss and Consider Promotional Grant Application updates
9. Discuss and Consider Grant Rating Worksheet
10. Discuss and Consider sponsorship for 9U Cal Ripken State Championship game
11. Discuss and Consider Career Connections---Dave Wolf
12. Discuss the Rural Fellows Outcome
13. Sub-Committee reports:
Marketing Committee---Presentations of digital marketing
Grant Committee ---
Executive Committee---
Budget Committee---
14. Set next meeting date and location---April 14, 2021



Vision Statement: To make Scotts Bluff County a destination.

Mission Statement: To create a supportive environment that promotes the creation of events, embraces our history, promotes our natural beauty and generates a true interest of our valley as a destination.

February 7, 2018

A G E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, April 14, 2021

Meeting Location: Legacy of the Plains Museum

1. Call to Order. Roll Call.
For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.
2. Introduction of guests.
3. Approve April 14, 2021 agenda (consider modification, changes.)
4. Approve Consent Agenda – March 10, 2021 minutes, January 2021 lodging tax report, March, claims, correspondence, Tourism Director Report.
5. Consider approval of additional claims/claim amounts not included under consent agenda
6. Discuss and consider Bicycle Trade Program---Kristen Wiebe
7. Discuss and consider membership to the Western Trails Scenic and Historic Byway
8. Discuss and consider the math portion of the new marketing application
9. Discuss and consider Grandfathered grants for 2021
10. Discuss one travel writer coming April 20-21
11. Discuss and consider summer marketing digital campaign
12. Sub-Committee reports:
Marketing Committee---
Grant Committee ---
Executive Committee---
Budget Committee---
13. Set next meeting date and location---May 12, 2021



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February 7, 2018

A G E N D A

Scotts Bluff Area Visitors Bureau

Monday, May 24, 2021

Meeting Location: Legacy of the Plains Museum

1. Call to Order. Roll Call.
For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.
2. Introduction of guests.
3. Approve May 24, 2021 agenda (consider modification, changes.)
4. Approve Consent Agenda – April 14, 2021 minutes, March 2021 lodging tax report, May claims, correspondence, Tourism Director Report.
5. Consider approval of additional claims/claim amounts not included under consent agenda
6. Discuss and consider grant application for High Plains Riot---Jeremiah Gardner
7. Discuss and consider grant application for Robidoux Quick and Dirty—Aaron Raines
8. Discuss and consider grant application for Monument Marathon---Alena Haun
9. Discuss and consider grant application for Scotts Bluff Celtic Gathering---Zach MacDonald
10. Discuss and consider grant application for The Panhandle Cup---Nate Rock
11. Sub-Committee reports:
Marketing Committee---
Grant Committee ---
Executive Committee---
Budget Committee---
12. Set next meeting date and location---June 9, 2021



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February 7, 2018

A G E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, June 9, 2021

Meeting Location: Legacy of the Plains Museum

1. Call to Order. Roll Call.
For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.
2. Introduction of guests.
3. Approve June 9, 2021 agenda (consider modification, changes.)
4. Approve Consent Agenda – May 24, 2021 minutes, March 2021 lodging tax report, June claims, correspondence, Tourism Director Report.
5. Consider approval of additional claims/claim amounts not included under consent agenda
6. Discuss and Consider Capital Improvement grant for Riverside Discovery Center
7. Discuss and Consider Capital Improvement grant for 23 Club
8. Discuss and Consider Promotional Grant for Panhandle Cup---Nate Rock
9. Election of Officers
10. Sub-Committee reports:
 - Marketing Committee---
 - Grant Committee ---
 - Executive Committee---
 - Budget Committee---
11. Set next meeting date and location---July 14, 2021



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February 7, 2018

A G E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, July 14, 2021

Meeting Location: Legacy of the Plains Museum

1. Call to Order. Roll Call.
For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.
2. Introduction of guests.
3. Approve July 14, 2021 agenda (consider modification, changes.)
4. Approve Consent Agenda – June 9, 2021 minutes, April 2021 lodging tax report, June claims, correspondence, Tourism Director Report.
5. Consider approval of additional claims/claim amounts not included under consent agenda
6. Discuss and Consider Capital Improvement grant for Legacy of the Plains Museum/Bugs for Bushels
7. Discuss and Consider Promotional Grant for High Plains Riot
8. Discuss and Consider Sponsorship for High Plains Riot
9. Election of Officers
10. Discuss grant changes for the Grandfathered events
11. Discuss Board Retreat slated for October 2021
12. Sub-Committee reports:
Marketing Committee---review recent Facebook promotion statistics
Grant Committee ---Legacy of the Plains, High Plains Riot
Executive Committee---
Budget Committee---
13. Set next meeting date and location---August 11, 2021 (Possible date change?/Balloon Fest Week)



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February 7, 2018

A G E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, September 8, 2021

Meeting Location: South Commissioners Room @ 1:15

1. Call to Order. Roll Call.
For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.
2. Introduction of guests.
3. Approve September 8, 2021 agenda (consider modification, changes.)
4. Approve Consent Agenda – August 11, 2021 minutes, June 2021 lodging tax report, July/August claims, correspondence, Tourism Director Report.
5. Consider approval of additional claims/claim amounts not included under consent agenda
6. Discuss and Consider Event/Sports incentive added to grant application
7. Update: Grandfathered events
8. Discuss and Consider Board Retreat
9. Sub-Committee reports:
Marketing Committee---Website Meeting
Grant Committee ---
Executive Committee---
Budget Committee---
10. Set next meeting date and location---October 13, 2021



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February 7, 2018

A G E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, October 13, 2021

Zoom Meeting

1. Call to Order. Roll Call.
For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.
2. Introduction of guests.
3. Approve October 13, 2021 agenda (consider modification, changes.)
4. Approve Consent Agenda – September 8, 2021 minutes, July 2021 lodging tax report, July/August claims, correspondence, Tourism Director Report.
5. Consider approval of additional claims/claim amounts not included under consent agenda
6. Discuss and Consider Board Retreat
7. Update on Capital Improvement grant per request of Commissioner Russ Reisig
8. Sub-Committee reports:
Marketing Committee---All updates discussed in meeting were updated
Grant Committee ---
Executive Committee---
Budget Committee---
9. Set next meeting date and location---November 10, 2021



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February 7, 2018

A G E N D A

Scotts Bluff Area Visitors Bureau
Wednesday, November 10, 2021

1. Call to Order. Roll Call.
For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.
2. Introduction of guests.
3. Approve November 10, 2021 agenda (consider modification, changes.)
4. Approve Consent Agenda – October 13, 2021 minutes, August 2021 lodging tax report, October/November claims, correspondence, Tourism Director Report.
5. Consider approval of additional claims/claim amounts not included under consent agenda
6. Discuss reimbursement portion of the promotional grant.
7. Discuss and Consider Capital Improvement Grant for Midwest Theater
8. Sports Nebraska Membership Dues
9. Adopt the 2021-2022 detailed working budget
10. Discuss and Consider Board Retreat
11. Sub-Committee reports:
Marketing Committee---
Grant Committee ---
Executive Committee---
Budget Committee---Approve 2021-2022 budget
12. Set next meeting date and location---**RETREAT**: December 15, 2021



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February 7, 2018

A G E N D A

Scotts Bluff Area Visitors Bureau
Wednesday, December 15, 2021

1. Call to Order. Roll Call.
For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.
2. Introduction of guests.
3. Approve December 15, 2021 agenda (consider modification, changes.)
4. Approve Consent Agenda – November 10, 2021 minutes, September 2021 lodging tax report, October/November claims, correspondence, Tourism Director Report.
5. Consider approval of additional claims/claim amounts not included under consent agenda
6. Retreat---Talk about our successes/start strategic plan updating
7. Retreat (3:00-3:30) Speaker---Betsy Eckhardt, Parks and Recreation Coordinator in Columbus, NE
8. 3:45-break (buy tickets and vote for the Christmas trees)
9. 4:00-5:00---Update current Strategic Plan
10. 5:00---Move to the Union for Holiday Cheer/Food
11. 5:15---BIG THINKING SESSION---Each individual will have the opportunity to share ideas and unique opportunities
12. . Set next meeting date and location---January 12, 2022 (Legacy of the Plains Museum)

