



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

AGENDA

Scotts Bluff Area Visitors Bureau

Wednesday, January 11, 2023

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 11, 2023 agenda (consider modification, changes.)

4. Approve Consent Agenda – December 14, 2022 minutes, October 2022 lodging tax report, December & January claims, correspondence, Tourism Director Report.

5. Consider approval of additional claims/claim amounts not included under consent agenda

6. Election of Officers for 2023

7. Discuss and Consider Event and Sports Incentive for Carpenter Center State Competition

8. Demonstrate the new community calendar

9. Training---Strategic Plan updated January 2022

9. Next Meeting February 8, 2023---Legacy of the Plains Museum



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February 7, 2018

AGENDA

Scotts Bluff Area Visitors Bureau

Wednesday, February 8, 2023

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 8, 2023 agenda (consider modification, changes.)

4. Approve Consent Agenda – January 11, 2023 minutes, November 2022 lodging tax report, January & February claims, correspondence, Tourism Director Report.

5. Consider approval of additional claims/claim amounts not included under consent agenda

6. Discuss and Consider Promotional Grant Application for the Monument Marathon

7. Discuss and Consider Promotional Grant for Legacy of the Plains Museum

8. Discuss and consider private sector voting for WNTC

9. Huge update from Brenda on various tourism topics

10. Next Meeting March 8, 2023---Legacy of the Plains Museum



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UPDATED AGENDA

Scotts Bluff Area Visitors Bureau

Wednesday, March 8, 2023

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 8, 2023 agenda (consider modification, changes.)

4. Approve Consent Agenda – February 8, 2023 minutes, December 2022 lodging tax report, February claims, correspondence, Tourism Director Report.

5. Consider approval of additional claims/claim amounts not included under consent agenda

6. Discuss and Consider Promotional Grant Application for the Fathers' Day Classic

7. Discuss and accept the resignation/non-response of Stephanie Smith

8. Discuss Huddle Up Visit

9. Update for National Tourism Week 2023

10. Next Meeting April 12, 2023---Legacy of the Plains Museum



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AG E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, April 12, 2023

1:15 p.m.

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 12, 2023 agenda (consider modification, changes.)

4. Approve Consent Agenda – March 8, 2023 minutes, January 2023 lodging tax report, February claims, correspondence, Tourism Director Report.

5. Consider approval of additional claims/claim amounts not included under consent agenda

6. Discuss and Consider addition to marketing grant for Legacy of the Plains Museum

7. Discuss and Consider Capital Improvement Grant for Gretchen Peters/Downtown Plaza

8. Discuss and Consider Budget for Red Carpet Customer Service Training

9. Discuss Best Practices Guide and Adopt Rubric

10. Consider the Board Application for Tina Worthman from the Midwest Theater

11. Next Meeting May 3, 2023---Legacy of the Plains Museum



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AG E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, May 3, 2023

1:15 p.m.

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 3, 2023 agenda (consider modification, changes.)

4. Approve Consent Agenda – April 12, 2023 minutes, February 2023 lodging tax report, February claims, correspondence, Tourism Director Report.

5. Consider approval of additional claims/claim amounts not included under consent agenda

6. Discuss and Consider Promotional grant for Old West Balloon Fest---Colleen Johnson

7. Discuss and Consider Capital Improvement Grant for Gretchen Peters/Downtown Plaza

8. Discuss and Consider Event Incentive for Hauge Rodeo Productions

9. Discuss and Consider marketing grant for Oregon Trail Days

10. Discuss and Consider Event Incentive Grant for the OCTA Convention---Dan

11. Consider and Consider the organization goals

12. Next Meeting June 14, 2023---Legacy of the Plains Museum



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AG E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, June 14, 2023

1:15 p.m.

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 14, 2023 agenda (consider modification, changes.)

4. Approve Consent Agenda – May 3, 2023 minutes, March 2023 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 Promotional grant for Ethan Kerk with Maple Leaf Lodge

7. Discuss and Consider Capital Improvement Grant for Gretchen Peters/Downtown Plaza

8. Discuss and Consider Promotional Grant for Jina Rednest/Circle the Bluffs Pow-Wow

9. Discuss and Consider Incentive grant from Nebraska Golf Association

10. Discuss and Consider Event Incentive Grant for Josh Todd and Union Omaha

11. Discuss and Consider Capital Improvement Grant for Cleveland Field

12. Discuss and Consider Simmons Olson Donation

13. Final thoughts on Huddle Up Group findings

14. Show Gymnastics Report

15. Next Meeting July 12, 2023---Legacy of the Plains Museum



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AG E N D A

AMMENDED July 11, 2023 @3:27 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, July 12, 2023

1:15 p.m.

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 12, 2023 agenda (consider modification, changes.)

4. Approve Consent Agenda – June 14, 2023 minutes, April 2023 lodging tax report, recent claims, July 2023 Operating Statements, 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 the Legacy of the Plains Museum
7. Discuss and Consider Promotional and events incentives for the Circle the Bluffs Pow-Wow
8. Discuss and Consider Promotional/Marketing grant for Horizon Music Festival
9. Discuss and Consider Capital Improvement Grant for the Scotts Bluff County Fairgrounds/Ag Society
10. Discuss any concerns with the Huddle Up overall index plan.
11. Next Meeting August 9, 2023---Legacy of the Plains Museum



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AG E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, August 9, 2023 1:30 p.m. via Zoom

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 August 9, 2023 agenda (consider modification, changes.)

4. Approve Consent Agenda – July 12, 2023 minutes, May 2023 lodging tax report, recent claims, August 2023 Operating Statements, correspondence, Tourism Director Report.

5. Consider approval of additional claims/claim amounts not included under consent agenda

6. Discuss and Consider Incentive Grant for the Wildcat Hills Disc Golf study

7. Discuss and Consider Member help at the Tourism Trailer during the Cycling event

8. Discuss and Consider September meeting date

9. Next Meeting (TBD) ---Legacy of the Plains Museum

Zoom Link:

<https://us02web.zoom.us/j/81688485417?pwd=L2M3MXlnZzRlSk5JUVNkc2E1UTgwZz09>



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AG E N D A

Scotts Bluff Area Visitors Bureau

Tuesday, September 19, 2023 1:150 p.m.

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 19, 2023 agenda (consider modification, changes.)

4. Approve Consent Agenda – August 9, 2023 minutes, June 2023 lodging tax report, recent claims, August 2023 Operating Statements, correspondence, Tourism Director Report.

5. Consider approval of additional claims/claim amounts not included under consent agenda

6. Discuss and Consider Sports Incentive Grant for Girls State Golf for 4 years

7. Discuss and Consider Event Incentive Grant for Midwest Theater Production

8. Discuss and Consider T-shirts as part of marketing grant

9. Discuss Maly Marketing Community Calendar report

10. Discuss and Consider Nebraska Tourism Conference in Gering October 17-19

11. Next Meeting Date: October 11, 2023 @ 1:15/Legacy of the Plains Museum



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AG E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, October 11, 2023 1:30 p.m.

AMENDED

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 11, 2023 agenda (consider modification, changes.)

4. Approve Consent Agenda – September 19, 2023 minutes, July 2023 lodging tax report, recent claims, October 2023 Operating Statements, 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 Landers Soccer Complex-Nate Rock

7. Discuss Maly Marketing Summer Campaign Results

8. Discuss and Consider Updates to the budget section of the incentives grant.

9. Discuss and Consider Board Retreat in January 2024

10. Discuss Report updates from grant recipients

11. Next Meeting Date: November 8, 2023 @ 1:15/Legacy of the Plains Museum



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AG E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, November 8, 2023 1:30 p.m.

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 8, 2023 agenda (consider modification, changes.)

4. Approve Consent Agenda – October 11, 2023 minutes, August 2023 lodging tax report, recent claims, October 2023 Collection Report, correspondence, Tourism Director Report.

5. Consider approval of additional claims/claim amounts not included under consent agenda

6. Discuss National Western Stock Show Opportunity/Reimbursement

7. Review Marketing Budget/Detailed

8. Discuss the release date of the 2024 USA Gravel Finals

9. Discuss the Board Retreat

10. Next Meeting Date: December 13, 2023 @ 1:15/Legacy of the Plains Museum

Topic: Regular Monthly Meeting of the Scotts Bluff Area Visitors Bureau

Time: Nov 8, 2023 01:30 PM Mountain Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/82627144105?pwd=NzR2YUR4anhKNUp6dUl2MDhIbEE5dz09>

Meeting ID: 826 2714 4105

Passcode: 343362

