



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

AG E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, January 10, 2024 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 January 10, 2024 agenda (consider modification, changes.)

4. Approve Consent Agenda – November 8, 2023 minutes, October 2023 lodging tax report, recent claims, December 2023 Collection Report, correspondence, Tourism Director Report.

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

6. Discuss and Consider payment to Horizon Music Festival after the 60 day cut off

Scotts Bluff Area Visitors Bureau Annual Retreat

January 10, 2024

Legacy of the Plains Museum

1:30/2:15 JT Martin---Corn Belt Social Media/Zoom

2:30/3:00 Steve Maly---New Picture, New ideas, New digital

3:00/3:30 Huddle Up update/Brenda with report and Matthew Carpenter on using the plan

3:30/4:00 Break and scavenger hunt at the Legacy Museum

4:00 Scavenger Hunt Clues lead us to our final destination downtown Scottsbluff

4:15/5:30 Take a break/taste some goodies and finish with Charlies questions



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1. Call to Order. Roll Call.

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2. Introduction of guests.

3. Approve February 14, 2024 agenda (consider modification, changes.)

4. Approve Consent Agenda – January 10, 2024 minutes, November 2023 lodging tax report, recent claims, January 2024 Collection Report, correspondence, Tourism Director Report.

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

6. Receive annual report from the Monument Marathon

7. Discuss and Consider grant application for the 2024 Cattleman's Ball 1:45 p.m.

8. Discuss and Consider payment to Oregon Trail Days after the 60 day cut off

9. Election of Officers for 2024

10. Discuss and consider public sector voting for WNTC

11. Next Meeting March 13, 2024--Legacy of the Plains Museum



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AG E N D A

Scotts Bluff Area Visitors Bureau

Wednesday, March 13, 2024 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 March 13, 2024 agenda (consider modification, changes.)

4. Approve Consent Agenda – February 14, 2024 minutes, December 2023 lodging tax report, recent claims, March 2024 Collection Report, correspondence, Tourism Director Report.

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

6. Discuss and Consider grant application for the Monument Marathon

7. **Learning Session:** Zoom with Thirsty Roots Farm 1:30

8. Discuss and Consider grant application for Old West Balloon Fest

9. Discuss and Consider grant application for Father's Day Classic

10. Receive report from Midwest Theater event incentive grant.

11. Next Meeting April 10, 2024--Legacy of the Plains Museum



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AGENDA

Scotts Bluff Area Visitors Bureau

Wednesday, May 8, 2024 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 8, 2024 agenda (consider modification, changes.)

4. Approve Consent Agenda – April 10, 2024 minutes, February 2024 lodging tax report, recent claims, May 2024 Collection Report, 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 Twin Cities Baseball

7. Discuss and Consider Marketing Grant for Theater West

8. Discuss and Consider Sports Incentive Grant for the Western Nebraska Pioneers

9. Discuss and Consider Capital Improvement Grant for Five Rocks Amphitheater---Karla

10. Discuss and Consider marketing grant for Oregon Trail Days 2024

11. **Proposed Change because of NACO event: Next Meeting June 19 @ 12:00---Legacy of the Plains Museum**



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AGENDA

Scotts Bluff Area Visitors Bureau

Wednesday, June 19, 2024 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 19,2024 agenda (consider modification, changes.)

4. Approve Consent Agenda – May 8,2024 minutes, March 2024 lodging tax report, recent claims, June 2024 Collection Report, correspondence, Tourism Director Report.

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

6. Discuss and Consider Promotional Grant for Horizon Musical Festival

7. Discuss and Consider Sports Incentive Grant for Nebraska State Soccer

8. Discuss Committee function/lodging tax disbursement responsibilities/meeting locations

9. Discuss and Consider Sports incentive caps

10. NEXT MEETING July 10, 2024---TBD



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AGENDA

Scotts Bluff Area Visitors Bureau

Wednesday, August 14, 2024 1:15 p.m.

LOCATION: Legacy of 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 August 14,2024 agenda (consider modification, changes.)

4. Approve Consent Agenda – June 12, 2024 minutes and July 10,2024 work session, March & April 2024 lodging

tax report, recent claims, July 2024 Collection Report, correspondence, Tourism Director Report.

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

6. Discuss and Consider Sponsorship for the Western Nebraska Pioneers 2025 Season

7. Discuss Marketing budget for 2023-2024

8. Report on the Nebraska Tourism leads program

9. NEXT MEETING September 11,2024 @ 1:15

