

Scotts Bluff Area Visitors Bureau

Wednesday, April 8, 2015

Scotts Bluff County Commissioners Room

1:15 p.m.

Meeting was not called to Order due to no quorum. Meeting began at 1:20 a.m.

Present: David Wolf, Kim Johns, Shannon Bruner. Absent: Anne James, Glen Lussetto, Steve Frederick, Ken Mabery.

Introduction of guests and others that were present. Gary Landon and Sherman Lenhart on behalf of Panhandle Rock & Gem Club, Karla Niedan-Streeks, Shari Blaha, Barb Netherland on behalf of the Sugar Valley Rally, Jina Red Nest on behalf of Circle The Bluffs Pow Wow, Kim Lang, Brenda Leisy.

Due to no quorum, there was no approval of the April 8, 2015 agenda, minutes or approval of additional claims.

The Welcome to Nebraska's Landmark Country survey was presented to those present, a suggestion was made to add an email address so that the visitors could request additional information and to add information on how to locate us on Facebook or our website.

Without a quorum, no voting was done on the Grant Applications during the meeting. Each guest made his or her presentation. Karla took notes and sent an email to the Visitors Bureau Board Members for them to review the information and to vote.

Discussed Grant application for the Rock Swap – Sherman Lenhart spoke on behalf of the Panhandle Rock & Gem Club. This event has been going on for 13-14 years. He feels attendance is slipping due to the lack of advertising. Admittance is free and visitors can buy, sell and trade at this show. This is a family oriented event and they also have a dino dig for the children. They see visitors

from areas such as Casper, Ft. Collins and Rapid City and can have three hundred to five hundred per day. Fifty to hundred visitors per day could be spending the night in this area. This Rock Swap has been advertised in National Rock & Gem Magazine. They are asking for \$650 to assist in their advertising.

Discussed Grant application for the Circle The Bluffs Pow Wow – Jina Red Nest spoke on behalf of Circle The Bluffs Pow Wow 2015. They are requesting funds to assist in their advertising and printing programs. In 2006, WNCC started the Pow Wow event. They would like to make this an annual event and have been looking for a permanent home; Rick Meyers suggested they contact the Legacy of the Plains. This event is free of charge and is for the whole family. They will have storytelling, vendors and presentations on cultural heritage. Pine Ridge drum group would also like to come to the event. When the families are here for this event they will also visit the area such as the zoo and go camping. Indian Country published their Pow Wow. Two hundred to three hundred people attend this event. With a permanent location, this has the potential to grow each year

Discussed letter submitted by Barb Netherland – Barb Netherland spoke on behalf of Sugar Valley Rally. They currently get \$3,500 in support from Scotts Bluff Area Visitors Bureau and appreciate all the support. Sugar Valley Rally currently spends about \$13,000 in advertising each year. Their current website slide show displays how beautiful it is here but they would like to replace the slide show with a video showing the cars in the Wild Cat Hills, and driving through the Scotts Bluff National Monument and other areas. They are requesting \$2,500 to do this video, this is a 1-time cost and this video would be used for many years. The actual cost for the video is \$2,500 to \$3,500. Gering CVB and The Visitors Bureau questioned if this could be used on their web sites as well. This would provide an opportunity for many people to see the video. Barb will check on the allowing them to use the video.

Discussed donation for Bike Week 2015 – Brenda Leisy spoke on behalf of Bike Week 2015. They are promoting riding rather than driving. Bike Week is the week following Tourism Week. Brenda will ask that they show our logo as much as possible.

With the recommendation of those present, Karla will send the following information to the Board Members for them to review and vote:

Request of \$650 - Rock Swap, unique event, event is at a good location and at a good time of the year.

Request of \$2,230 - Circle The Bluffs Pow Wow, fun event, with a possible permanent location at the Legacy, this has the potential to grow each year.

Request of \$2,500 - Sugar Valley Rally, this is a 1-time request for the video, Barb will check to see if Sugar Valley Rally owns the rights to this video. This video will not only promote the Rally but also this Valley. Approval is pending, per the use of the video by Gering CVB and The Visitors Bureau.

Request of \$500 – Bike Week, they are growing and very enthusiastic; they will need to include the Tourism logo on their advertising.

No date was set for the next meeting

Meeting ended at 2:12 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, May 20, 2015

Legacy of the Plains Museum

1:15 p.m.

Meeting was called to Order at 1:20 p.m. by Kim Johns.

Board Members Present: David Wolf, Kim Johns, Shannon Brunner, Anne James, Glen Lussetto, Steve Frederick (arrived at 1:40 p.m.) Absent: Ken Mabery.

Introduction of guests and others that were present. Karla Niedan-Streeks, Shari Blaha, Kim Lang, Ken Meyer, Charlie Knapper, Brenda Leisy, Brittany Wells and Melissa on behalf of Scotts Bluff Valley Fiber Arts Fair.

Moved by David seconded by Ann to Approve the May 20, 2015 agenda (consider modification, changes.) Request was made by Brenda Leisy to switch the order of #8 and #9 as a courtesy to their guest. All in favor, none opposed. Motion approved.

Moved by Glen seconded by David to approve the April 2015 minutes, February 2015 lodging tax report, financial reports, claims, correspondence and Tourism Directors Report. All in favor, none opposed. Motion approved.

Approval of additional claims/claim amounts not included under Consent Agenda. No questions or concerns presented. All were in favor.

Terri Rajwich spoke on behalf of Nebraska Economic Developers Association (NEDA). They are requesting \$500 in support of the Western Nebraska Amazing Race that is being hosted June 10-12, 2015. This money will be used for gas vouchers, lunch and prizes. The guests will be taken on an Ag tour to places such as Robidoux Pass, BeeHaven Farm, The Trout Farm and Lake Minatare Lighthouse. This tour will give them an opportunity to see what we have to offer here. Approximately

100 people will attend this conference. Moved by Ann and seconded by Glen to approve the request, all in favor, none opposed. Motion approved.

Melissa Robinson and Brittany Wells spoke on behalf of Scotts Bluff Valley Fiver Arts Fair which will be held September 11-12, 2015. They are requesting \$5395.23, last year they received \$5,081. They are expecting 800 visitors; more than half are from out of town. Visitors will come from as far as Minnesota, Maine and Washington to Brown Sheep Company. Moved by Steve and seconded by Kim to approve the request, all in favor, none opposed. Motion approved.

Charlie Knapper spoke on behalf of a website that would advertise all running and biking events. This would save time for everyone since all the upcoming events would be on one website. It would be a good collaboration for all our local events. In the future, maybe they could purchase their own timing equipment to save money. Trifind.com has information on upcoming events. Possibly the Tourism Board could have a meeting with the running and biking representatives from our area and discuss uniting all these events on one website.

Discussed and considered Grant Committee Changes. Tourism Logo and brochures need to be included on all advertising and surveys need to be included in packets and swag bags. When completing the Grant Application, the applicant should notate the amount they received from Tourism the prior year. Moved by David, and seconded by Shannon, all in favor, none opposed. Motion approved.

Discussed and considered conference sponsorship for Colorado Society of Association Executives on June 10-12, 2015. Brenda and Karla sponsored a luncheon at the May conference and gave out material in the hopes that we will interest them in bringing their retreats or conferences to our area. They were very receptive and welcoming. All agreed that for the extra money, the Gold sponsorship would give us a good first impression and that they would know we are serious about our Tourism and what we have to offer them here. Moved by Steve, and seconded by David, all in favor, none opposed. Motion approved.

Discussed and considered Ken's Secretarial duties while he absent. Vera had questioned whether Ken had sent a letter to the Board asking for this time off. Since he had not, Vera said the Board needs to discuss what to do while he is absent and if we need a representative from the Monument to replace him. After discussion, no replacement from the Monument will be needed. The Board will email Ken the minutes and information from each meeting. Kim Lang from the Scotts Bluff County HR Department will fill in and take minutes while he is absent.

Marketing Committee – Tourism week went very well; the media did a great job with advertising. Thank you to everyone.

In July, the Board will discuss the video and the possibility of making it a contest.

Miscellaneous Note: Travel Writer's Meeting 17th and 18th of June.

Next meeting was set for June 9th at 3:00 p.m. at the Legacy of the Plains prior to the Marketing Meeting.

Meeting ended at 3:10 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, June 9, 2015

Legacy of the Plains Museum

3:00 p.m.

Meeting was called to Order at 3:10 p.m. by Kim Johns.

Board Members Present: David Wolf, Kim Johns, Shannon Brunner, Anne James, Glen Lussetto, Steve Frederick. Absent: Ken Mabery.

Introduction of guests and others that were present. Karla Niedan-Streeks, Kim Lang, Brenda Leisy, Lana Hubbard and Matt Silverman on behalf of Scotts Bluff County Fair Grounds, Betty Steinwart and Darlene Tagler on behalf of Prairie Pines Quilt Shop.

Moved by David, seconded by Ann to Approve the June 9, 2015 agenda as presented. All in favor, none opposed. Motion approved.

Moved by David, seconded by Ann to approve the May 2015 minutes, March 2015 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims/claim amounts were presented at this meeting.

Lana Hubbard and Matt Silverman spoke on behalf of the Scotts Bluff County Fair Grounds. The cement has become unattractive and broken and needs to be replaced. They are asking for grant funds in the amount of \$20,000, which is half the expense. Most work will be completed by volunteers. The Scotts Bluff County Fair Grounds are used for many events such as tractor pulls, rodeos, Festival of Hope, The Scotts Bluff County Fair and dog show. The only months that the Fair Grounds are not used is in the cold winter months. Lana and Matt mentioned that a thank you sign is posted at the Fair Grounds for the assistance that the Scotts Bluff County Tourism has given them in the past. Lana mentioned that they could advertise for Scotts Bluff Area Visitor Bureau by linking her website to Scotts Bluff Area Visitors website. It was moved by Steve, seconded by David to approve the requested amount of \$20,000. All in favor, none opposed. Motion approved.

Betty Steinwart and Darlene Tagler spoke on behalf of Prairie Pines Quilt Shop. June 21st this nationwide event begins and ends September 8th, 2015. It will cover all fifty states and Canada. When a visitor stops by Prairie Pines Quilt Shop, they are given row to complete their quilt. The pattern is titled The River Road. Not all people will complete a quilt, some just collect the patterns. There is no cost to the visitor, the cost per pattern for Prairie Pines is about \$4.00 each. Prairie Pines is asking for \$1,350 to help recoup some of their expenses. www.rowbyrowexperience.com has additional information regarding this event. They also plan to do a registry so that they are able to see where their visitors are from. They also have fabric that has Chimney Rock on it that people can purchase. Moved by Ann, seconded by Shannon to approve the requested amount of \$1,350. All in favor, none opposed. Motion approved.

Karla Niedan-Streeks spoke on behalf of Old West Balloon Fest...Re-Inflated. There is great excitement from locals regarding this event. Calls have been received from Omaha and South Dakota asking if we want to market in their area. A billboard sign in Cheyenne will also be advertizing the Balloon Fest. The amount of \$11,965 is being requested for regional advertizing. Advertizing will not start until after Oregon Trail Days. Moved by Ann, seconded by Shannon to approve the requested amount of \$11,965. Glen did not vote due to his personal business/lodging, the remaining the board members were in favor, none opposed. Motion approved.

Miscellaneous discussion: The trailer with its wrap will be a traveling billboard.

Next meeting was set for June 9th at 1:15 p.m. at the Scotts Bluff County Administration Building, North Commissioner's Room.

Meeting adjourned at 3:50 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, July 8, 2015

Scotts Bluff County Commissioner's Room

1:15 p.m.

Meeting was called to Order at 1:15 p.m. by Kim Johns.

Board Members Present: David Wolf, Kim Johns, Shannon Brunner, Anne James, Glen Lussetto, Steve Frederick. Absent: Ken Mabery.

Introduction of guests and others that were present. Karla Niedan-Streeks, Kim Lang, Brenda Leisy, Hod Kosman.

Moved by Ann, seconded by Steve to approve the July 8, 2015 agenda as presented. All in favor, none opposed. Motion approved.

Moved by Ann, seconded by Glenn to approve the June minutes, April 2015 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. In the minutes for June, the date for the July meeting needed corrected, the date should read July 8th. All in favor, none opposed. Motion approved.

No additional claims/claim amounts were presented at this meeting.

Hod Kosman spoke on behalf of the Wildcat Hills Nature Center Expansion. This expansion is 8,400 square feet. Every square inch will be utilized. 6,000 to 7,000 school children and 25,000 visitors come through the Nature Center each year. The expansion has been in the works for many years. John Harms said to work on a plan and he would get it through the legislature; he did. All funds will run through Oregon Trail Community Foundation. The work is provided by a local contractor, Paul Reed Construction and the architect is Baker and Associates. A recognition sign will be posted on behalf of Scotts Bluff Area Visitors Bureau \$100,000 donation. The requested \$100,000 will be used

for displays. Moved by Ann, seconded by David to approve the requested amount of \$100,000. All in favor, none opposed. Motion approved.

David Wolf spoke on behalf of the Warrior Run. Founders of Warrior's Run saw our Veterans needed help. They can get assistance with rent, gas, food, some medical and some travel. Warrior Run also works with CAPWN, State, NPPD and John Brehm. The Warrior Run would like to model themselves after the Monument Marathon and continue growing. Last year they had 200 runners. The requested amount of \$3,000 would be used for advertising. Moved by Steve, seconded by Ann to approve the \$3,000. All in favor, none opposed. David did not vote due to his interest in the Warrior Run. Motion approved.

Brenda Leisy spoke on behalf of the \$1,500 seed money for a joint project with TCD. People will write up a tourism related business plan/idea and present it to the board. The money will be used to assist the winners with expenses such as filing fees. Moved by Kim, seconded by David to approve the \$1,500. All were in favor, none opposed. Motion approved.

Brenda Leisy spoke on behalf of Platte Valley Attractions. Some things are not working how they would like them to. Many are unable to make it to the day meetings. They are trying to think of a way to re-organize the group. Platte Valley Attractions will not starting new projects, they will just continue with the projects that are working. This \$8,000 will start the new budget year, all money stays with Scotts Bluff Area Visitors Bureau; Brenda pays the bills for Platte Valley Attractions. Moved by David, seconded by Glen to approve the \$8,000 request. All in favor, none opposed. Motion approved.

Nebraska State Fair is looking for volunteers to volunteers Interactive Booth with your promotional idea. This is a hands on activities booth. This is an FYI from the Nebraska State Fair.

Brenda Leisy and Karla Niedan-Streeks spoke on behalf of Gardnerroad Kustoms and the High Plains Riot Car Show in Mitchell. The event has already happened. Very few of these shows are held across the United States. This show is 2nd best next to the Venice Beach show. This show received national attention and was in national magazines. Rat Rod Magazine has 100,000 prints. A magazine has already notified Jeremiah that his next show will be much larger and that he needs to find a bigger location for next year. Jeremiah paid for everything himself; his cost for his t-shirts was \$2,000. We would like to give back to Jeremiah by paying for the t-shirts. Moved by Steve, seconded by Glen to approve the \$2,000 to cover the cost of the t-shirts. All in favor, none opposed. Motion approved.

Allan Maybee will have a Sub-division meeting next Monday at 5:30 at Legacy.

Planning Commission will meet Tuesday at 7:30.

Next meeting was set for August 12, 2015 at 1:15 at the Scotts Bluff County Administration Building, North Commissioner's Room.

Meeting adjourned at 2:35 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, August 12, 2015

Scotts Bluff County North Commissioners Room

1:15 p.m.

Meeting was called to Order at 1:20 p.m. by Kim Johns.

Board Members Present: David Wolf, Kim Johns, Shannon Brunner, Anne James, Glen Lussetto, Steve Frederick. Absent: Ken Mabery.

Introduction of guests and others that were present. Sherry Blaha, Karla Niedan-Streeks, Kim Lang, Brenda Leisy.

Requested by Brenda Leisy to speak on behalf of NSAE between # 8 and # 9. Moved by Glen, seconded by Steve to approve the change in the August 12, 2015 agenda. All in favor, none opposed. Motion approved.

Moved by Ann, seconded by Steve to approve the July minutes, May 2015 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims/claim amounts were presented at this meeting.

Brenda Leisy spoke on behalf the Nebraska National Horseshoe Pitchers Association (WNNHPA) tournament. Scottsbluff will host the tournament that will be held Frank Park on Labor Day Weekend in 2016. Tim Shaske wants to know what we can offer him. This does not meet the criteria for a Marketing Grant but possibly welcome packets with coupons and information regarding our area could be given to them to attract them to return to our area as a visitor. Brenda will check with the Columbus Visitors Bureau to see what they do for the tournament.

Brenda Leisy gave an update on the Assessor's Car. The white 2004 white Taurus will be used by Brenda on behalf of Scotts Bluff Area Visitors Bureau A decal with Scotts Bluff Area Visitors Bureau information will be added. Only yearly cost will be the insurance.

Brenda Leisy spoke on behalf of the Monument Marathon Expo, which will be held at the Civic Center. This was moved so that we could make it our own and to make it a tourism experience. There will be booths and a pasta feed. Karla suggested we have them fill out post cards to send to their families and one to themselves with information for future runs in our area. We are not selling something, we are giving an experience. Other ideas for the Expo were drawings, Margaret's carriage rides, Green Valley Homesteads, Baby Runzas, and posters of the recreational areas.

Brenda Leisy spoke on behalf of (NSAE) **Nebraska Society of Association Executives. Event will be held October 15th, 2015 in Lincoln. Brenda will be the sponsor; this is an opportunity to speak about our area. Possible idea would be passing out flash drives with a presentation about our area and our convention centers. Brenda will extend the invite to W21 Convention Centre and the Hampton. These people at this event are the decision makers. There are approximately 10-15 tables with 8-10 people at each.**

Marketing Committee – Quarterly Marketing Meeting will be postponed until September 17th at 3:00 p.m.

Next meeting was set for September 17th, at 3:00 p.m. at the Scotts Bluff County Administration Building, North Commissioner's Room.

Meeting adjourned by Kim Johns at 2:31 p.m.

Scotts Bluff Area Visitors Bureau

Thursday, September 17, 2015

Legacy of the Plains

3:00 p.m.

Meeting was called to Order at 3:09 p.m. by Kim Johns.

Board Members Present: Kim Johns, Shannon Brunner, Anne James, Glen Lusetto, Steve Frederick. Absent: David Wolf

Introduction of guests and others that were present. Sherry Blaha, Ken Meyer, David Carter, John Grier, Kim Lang, Brenda Leisy.

Moved by Glen, seconded by Ann to approve of September 17, 2015 agenda. All in favor, none opposed. Motion approved.

Moved by Steve, seconded by Glen to approve the August 2015, June 2015 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims/claim amounts were presented at this meeting.

Brenda Leisy spoke on behalf the Monument Marathon Expo. The Expo will be held at the Gering Civic Center this year. Runners can register, visit booths and attend the pasta feed all in one stop. Retailers do not like the cost of \$100 to set up a booth at the Expo. A few of the sponsors are Platte Valley Companies, Hampton Inn & Suites, and Morrill County Community Hospital. Platte Valley Attractions will have an unmanned booth with information. The Civic Center will set up the tables. Scotts Bluff area Visitors Bureau has a fun booth planned. Margaret will also bring her horse and carriage for rides.

Brenda Leisy gave an update on the Old West Balloon Fest. This was the largest event ever held in Scotts Bluff County. It is estimated that approximately 11,000 to 12,000 people attended the event. A big difference from the 2,000 to 3,000 that was estimated during the planning of the event. Hotels were close to full occupancy on Friday, Saturday and Sunday. Hoping to break even this year. Still waiting for the pay pal figures, a refund

from Coop due to the overpayment on propane and still have some merchandise to sell. Many improvements such as parking, porta potties, electricity and camping are already being working on.

Nebraska Tourism Conference is October 22-22 in Columbus, Nebraska. Anyone interested is welcome to go.

Shannon and Glen reviewed and approved the grants/bills for Father's Day Classic and Oregon Trails Days.

Next meeting was set for October 7, 2015, at 1:15 p.m. in the Scotts Bluff County Administration Building, North Commissioner's Room.

Meeting adjourned by Kim Johns at 3:55 p.m.

Marketing meeting began immediately following this Scotts Bluff Area Visitors Bureau meeting.

Scotts Bluff Area Visitors Bureau

Wednesday, October 7, 2015

Scotts Bluff County Commissioner's Room

1:15 p.m.

Meeting was not called to order due to no quorum. David led the meeting that began at 1:21 p.m.

Board Members Present: Glen Lusetto and David Wolf. Absent: Kim Johns, Shannon Brunner, Anne James, and Steve Frederick.

Introduction of guests and others that were present. Kim Lang, Brenda Leisy, Karla Niedan-Streeks, Becky Horne, Sandra Reddish.

October 7, 2015 agenda not approved due to no quorum.

September 2015 minutes, July 2015 lodging tax report, financial reports, claim, correspondence, Tourism Director Report not approved due to no quorum.

No additional claims/claim amounts were presented at this meeting.

Becky Horne spoke on behalf of the Old West Balloon Fest/Enhancement Funds. Turn out for the balloon fest was phenomenal. An estimated 12,000 people attended the event. Brenda attended Snow mass Balloon Festival in Colorado to see how they ran their event. We will need a few changes for our event next year. Fundraising needs to start right away. One fundraiser will be a calendar featuring 13 of the most powerful hot air balloon pictures from our 2015 event. The calendar will also list all the upcoming events from our area, hotel information, ballooning facts, and info regarding our area. Scotts Bluff County Tourism would be the sole sponsor for the calendar. This finished project will be ready for the 2015 holiday season and will be marketed to communities all over Colorado, Nebraska, Wyoming and Facebook. Old West Balloon Fest is asking for \$2,666.67. No quorum, no vote taken. Karla Niedan-Streeks will send a follow up report to the board members that were not present.

Sandra Reddish spoke on behalf of Legacy of the Plains/T-shirt project idea. Idea came about when a visitor from Denmark wanted a t-shirt, commemorative sticker or just some type of souvenir from

our area. Sandra is working with Logoz on the design for the t-shirts that will be sold at the museum and Scotts Bluff National Monument. A new design would be done each year. The t-shirts would be ready for next year's tourism season. Sandra presented two possible choices. Ideas that were suggested from the group was adding the website to the shirt, flipping the cattails, changing colors of the shirts each year, making the words "National Monument" smaller, correcting the spacing in the word "of".

Brenda discussed the Co-op Advertising opportunities and the new Graphic Designer. Will be using True West again, not many opportunities right now. County Living is always big. Most of the other opportunities are too costly. Nathan Flowers is our new graphic designer.

David and Glen reviewed and approved the claims/bills/receipts.

Next meeting is November 12, 2015 at 1:15 p.m. in the Scotts Bluff County Administration Building, North Commissioner's Room.

Scotts Bluff Area Visitors Bureau

Thursday, November 12, 2015

Scotts Bluff County Commissioner Room

1:15 p.m.

Meeting was called to order at 1:18 p.m. by Kim Johns.

Board Members Present: Shannon Brunner, Anne James, Glen Lussetto, Steve Frederick, Kim Johns. Absent: David Wolf

Introduction of guests and others that were present. Ken Meyer, Kim Lang, Brenda Leisy, Bob Manasek, Jennifer Rogers.

Moved by Ann, seconded by Glen to approve of November 12, 2015 agenda. All in favor, none opposed. Motion approved.

Moved by Ann, seconded by Glen to approve the October 2015 minutes, August 2015 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved. Ann briefly spoke about the t-shirts PVA did a few years, they did not sell as planned. Bob Manasek mentioned that the new t-shirts could be sold at the Scotts Bluff National Monument.

No additional claims/claim amounts were presented at this meeting.

Jennifer Rogers spoke on behalf of 2016 Monument Marathon. September 24, 2016 will be the 5th annual Marathon. Jennifer thanked the Tourism Board for their past support and mentioned they received amazing feedback regarding the new location at the Gering Civic Center and the pasta feed. Everyone loved the "3D Monument graph model" and the flow of the room was great. Margaret Blaha's carriage rides also received great feedback. Vender booths were down a few, they may look at getting small craft vendors and athletic stores and lowering the price of the vendor booths to attract additional vendors. Marathon runners are unique and dedicated; they plan their vacations around the races. Since 2012, they have had 400 - 475 participants each year. 430 runners participated this year. This is a big draw for Colorado runners. Advertisement is on the internet, newspapers, brochures, radio and at other similar events. Advertisement will also be in Runner's World and in Colorado Runner. Runner's World will have four ads at \$1,500 each. This advertising will be cheaper than in the past. Surveys are sent out the next morning after the race, 217 surveys were returned this year. Suggestions from the Board were to find ways to promote our hotels to runners so that we can fill up our

hotel rooms. Also maybe do a “what’s happening” in our area so the runners will find activities to do while they are here and maybe they will stay longer. Another suggestion was to maybe add a relay race, this attracts a different crowd. The Monument Marathon is asking for a promotional grant in the amount of \$7,525 and a sponsorship in the amount of \$10,000. The Board waited until the end of the meeting to discuss the grant application.

Brenda Leisy presented a preview of the Old West Balloon Fest calendar. The calendar show cases beautiful photos from the Old West Balloon Fest and will have reminders of all the local events in Scotts Bluff County. One suggestion made was to add the statement “If we missed your event, please contact...”.

Marketing Committee will schedule a meeting in January.

The Board discussed promotional grant for Monument Marathon. Lodging was down during the Marathon. Runners are staying with family or leaving after the run. It is hard to justify the \$10,000 sponsorship. Tourism funds are “seed money” for organizations, the purpose is to assist them on getting started, not to continually carry them. Another suggestion was to come up with a formula and guidelines on how much to give. The group of people being reached is small since it only pertains to runners. Rather than the \$10,000 sponsorship maybe Scotts Bluff Area Visitors Bureau could just have a booth. Possible future booth ideas could be medical health booths or wellness booths. No problem with the marketing and the \$7,525 promotional grant. Moved by Glen to approve the \$7,525 and seconded by Steve. All in favor, none opposed. Motion approved. The \$10,000 was denied at this time

The 2016 Nebraska Passport program was briefly discussed, if local businesses to not want to pay the \$100, Tourism will reimburse the fee once the business provides proof they paid the \$100.

Next meeting was set for December 16, 2015 at 1:30p.m. in the Scotts Bluff County Administration Building, North Commissioner’s Room.

Meeting adjourned by Kim Johns at 3:03 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, December 16, 2015

Scotts Bluff County Commissioner Room

1:35 p.m.

Meeting was called to order at 1:35 p.m. by Steve Frederick.

Board Members Present: Shannon Brunner, Anne James, David Wolf, Steve Frederick, Bob Manasek (interim Board Member from Scotts Bluff National Monument). Absent: Glen Lusetto and Kim Johns

Introduction of guests and others that were present. Sherry Blaha, Kim Lang, Brenda Leisy.

Moved by Ann, seconded by Bob to approve of December 16, 2015 agenda. All in favor, none opposed. Motion approved.

Moved by Ann, seconded by David to approve the November 2015 minutes, September 2015 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims/claim amounts were presented at this meeting. Brenda briefly discussed that due to the Board giving away \$100,000 in Capital Improvements in the first month, the expenditures print out shows that the budget is 61% spent and should be at 41.67% at this time. Revenues have been up since April.

Brenda spoke on behalf of Matt Hutt and The Robidoux Quick & Dirty. This 75-mile event will be held May 22nd, 2016 with a maximum of 200 entries. This sport is very popular in Kansas, Lincoln and Spearfish. They will advertise to a very targeted group that does this sport. These biking groups are very committed and invest a great deal of time and money in their bikes. They are currently looking for sponsors. Robidoux Quick & Dirty are asking for \$640 in assistance. A suggestion was made on behalf of the Board that the amount be increased to \$2,640.00 and Tourism will host a "welcome event" such as a Meet & Greet where the Board can hand out goodie bags along with entertainment and food. It is important to make a great first impression and offer good hospitality. Moved by Ann and seconded by Dave. All in favor, none opposed. Motion approved.

Brenda spoke about a cell phone charging station for a future summer project. Cheyenne currently has one. This charging station would be a great conversation piece where people would take pictures and post them

on Facebook and twitter. We could wrap the station with our logo for advertisement and possibly add a portable electric photo frame with photos from our area and our events such as the Sugar Valley Rally, Balloon Fest, and Scotts Bluff National Monument. Brenda will research this station to see if it portable and verify if it can be upgraded as new cell phones come out. If portable, this could be moved around to each of the tourism events. Approximate cost is for the base model is \$8,500 and approximately \$900 for the wrap.

Also discussed possibly adding a QR code to the hotel key cards, people could scan the code and receive more information regarding our area.

The Board also discussed the five questions on the Nebraska Tourism Industry Influencer Survey.

Ideas for Industry growth were photography, more bed & breakfasts, private cabins, getting the word out to land owners to engage them in tourism, possibly creating a ticket book where hunters fill out tickets and the land owners would get money in return for the use of their land.

Tools/programs and incentive ideas to increase industry growth were that we need a better tag line, something that represents all of Nebraska, not just the Lincoln/Omaha area. We also need more marketing in the Rural Nebraska communities.

Suggestions for the State of Nebraska to support and advance the Industry were to market Rural Nebraska and to update the parks.

Highlighting the entire state not just the Omaha/Lincoln area, free passes to places such as the Monument were ideas where Nebraska could assist communities.

Helping support/promote our Oregon Trail, Great Plains Trail and Cowboy Trail along with working more on promoting our game and park areas, not just hunting and fishing, and building bicycle friendly trails and promote hiking trail opportunities were ideas where Nebraska could build more product.

Next meeting was set for January 14th, 2016 at 2:00 p.m. at the Legacy of the Plains with the Marketing meeting to follow.

Meeting adjourned by Steve Frederick at 3:05 p.m.