

Scotts Bluff Area Visitors Bureau

Thursday, January 14, 2016

Legacy of the Plains Museum

2:00 p.m.

Meeting was called to order at 2:05 p.m. by Kim Johns.

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

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

Moved by Bob, seconded by Kim to approve of January 14, 2016 agenda. All in favor, none opposed. Motion approved.

Moved by Ann, seconded by Bob to approve the December 16, 2015 minutes, October 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.

Discussed and considered \$300 needed for joint agreement on tourism magnets. Sandra Reddish and Brenda Leisy spoke on behalf of the magnets. The minimum order is 300 with a one-time set up of fee of \$100. Design work takes 6-8 weeks. This large wood magnet that would highlight pictures from our area. Ideas were the lighthouse, Monument, Legacy, Midwest Theater and our zoo. Magnets will be sold at Agate Fossil Beds, Legacy and the Monument. The zoo will also participate and provide a picture of a bison. A profit of \$6.00 could be made on each magnet; the profits would then be used to re-order additional magnets. Moved by Kim, and seconded by Ann to approve the set-up fee. All in favor, none opposed. Motion approved.

Sandra Reddish gave an update on the Legacy of the Plains/t-shirt project idea. Logoz made a few changes on the t-shirts. A few additional changes will need to be made. The cost for the brown t-shirt is \$10.00 and the tan t-shirt will be \$8.50.

Discussed and considered QR code and keycards with Monument Inn and Suites. Shannon visited with the local hotels regarding QR codes on the keycards. Some of the hotels have restrictions on their cards.

Shannon contacted PLI for prices. Minimum order is 1,000 cards with a one-time set-up fee of \$50.00. 1,000 keycards will last about 3 months due to many people collecting keycards. Takes about 4 weeks to print and ship after the final proof. Monument Inn and Suites will pay for the cards if Tourism would pay for the set-up fee. Moved by Bob, and seconded by Steve to approve the set-up fee. All in favor, none opposed. Motion approved.

Discussed and considered media packet for Nebraska Life. Brenda spoke on behalf of the Nebraska Life advertisements. Recommended we do May/June and July/August with the cost of approximately \$2,000. Western Nebraska/Scotts Bluff County will be featured in the March/April issue. We will have a great deal of advertisement for over ½ of the year. 12,000 subscribers are from other states. Nebraska Life currently have 36,000 paid subscribers with the total of 44,000 distributions. 4,320 in Western Nebraska, 5,760 in Mid Nebraska and 18,000 in Eastern Nebraska. 79% of the readers are between 46-85, 41% are male and 59% female. It was suggested that we work on getting our local events on their activities calendar. Moved by Steve, and seconded by Ann that we advertise in May/June and July/August. All in favor, none opposed. Motion approved.

Brenda briefly discussed the 2015 tourism requests. In 2014 there were 244 requests, in 2015 there were 597 requests. In 2014, we had 47 requests from Nebraska, in 2015, we had 136, in 2014, Colorado requested 16, and in 2015, they had 55 requests. No requests from New Mexico, Delaware or Alaska. The highest requests were from Nebraska, Colorado and Florida. The requests from Colorado have been increasing.

No report from the Budget Committee, Executive Committee and Grant Committee.

Following this meeting was the quarterly Marketing Committee Meeting.

Next meeting was set for February 10, 2016 at 1:15 p.m. at the North Commissioners Room.

Meeting adjourned by Kim Johns at 2:55 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, February 10, 2016

North Commissioners Room

1:15 p.m.

Meeting was called to order at 1:17 p.m. by Kim Johns.

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

Introduction of guests and others that were present. Lanna Hubbard, Kim Lang, Brenda Leisy.

Moved by Steve, seconded by Ann to approve of the February 10, 2016 agenda. All in favor, none opposed. Motion approved.

Moved by Ann, seconded by Kim to approve the January 14, 2016 minutes, November 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.

Discussed and considered an Agri-Tourism related activity for "Get Dirty" at the Legacy of the Plains Museum. Legacy will be hosting a planting activity in May teaching kids how to plant flowers and other activities such as a May Pole. This will be open to all ages but will be aiming more towards the kids. Legacy would like Tourism to provide an "Agri-Tourism" activity. A few possible ideas are to teach the kids about PVA such as the Riverside Zoo and Legacy, handing out coloring books or brochures highlighting our local PVA's or possibly a mini kid's passport that would encourage families to go to our local attractions.

Discussed and considered Dave Mitchell for National Tourism Week Event. Brenda spoke on behalf of Tourism Week, which is May 1st through May 7th. Many of the events are already planned. Brenda is currently working on getting a guest speaker. Dave Mitchell is a great speaker and would be available for Thursday, May 12th. His fee is \$8,500. Dave gives the audience a test, pairs you with a wine, and groups you together. Our event could include cheese, crackers and wine testing with Nebraska wines. The Nebraska wines would be a good emphasis on Nebraska Agri. Possible partnerships in the event could be Panhandle Coop, Chamber of Commerce and Gering Civic Center. Brenda will look into applying for a Keno grant and other grants to help pay for the event and will check with the wineries. Maybe the wineries would donate some wine or would

want to come here to sell their product. Tickets could also be sold to assist in paying for this event. Moved by Steve to approve up to \$8,500, seconded by Ann. All in favor, none opposed. Motion approved.

Discussed and considered USA Today Saluting National Parks Edition. Brenda spoke on behalf of the ad. The cost is \$4,000. There are currently 1 million in print, only downfall there is not a leads program so we are unable to do any tracking. With this being the 100th anniversary, we will focus on the Scotts Bluff National Monument. Bob will provide some info so that an article can be written. The ad will run before we are billed in August. Moved by Bob that we purchase this ad, and seconded by David. All in favor, none opposed. Motion approved.

Brenda gave legislature updates.

LB745 – This is a 6% increase in park permits; this is needed to keep things running, the increase would not take place all at once.

LB810 – This eliminates the Nebraska Youth Conservation Program and transfers the \$133,000 to the Cowboy Trail Fund.

LB1076 – Funds would be taken from the General Fund and given to the Game and Parks Commission for additional law enforcement at the Lake McConaughy State Recreation Area.

LB1105 – This would change and eliminate beverage regulations and licensure provisions and create the Nebraska Craft Brewery Board.

LB1015 – The bill would change the sales tax exemption relating to museums. This would affect Legacy of the Plains.

Steve gave a brief update on the Marketing Meeting. One guest mentioned the importance of hospitality at our local hotels. Steve mentioned this training has already been given to our front line workers. A gentleman presented the idea of cardboard box races at the zoo ponds and utilizing this area with several activities. From a Tourism view, local people would attend the event, how do we make this a “Tourism event”?

No report from the Budget Committee, Executive Committee and Grant Committee.

Lanna Hubbard spoke about what events we could have in the winter and how we can market ourselves. Possibly a small stock show. People will travel to stock shows. Steve suggested that maybe we could add a twist to our stock show so that it would be different from the other stock shows. Other ideas were a winter wonderland or entertainment. Good entertainment would bring tourism to our area.

Next meeting is March 9, 2016 at 1:15 p.m. at the North Commissioners Room.

Meeting adjourned by Kim Johns at 2:35 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, March 9, 2016

North Commissioners Room

1:15 p.m.

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

Board Members Present: David Wolf, Shannon Brunner, Steve Frederick, Kim Johns, Bob Manasek (interim Board Member for Scotts Bluff National Monument). Absent: Ann James, Glen Lussetto

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

Moved by Steve, seconded by Bob to approve of the March 9, 2016 agenda. All in favor, none opposed. Motion approved.

Moved by David, seconded by Bob to approve the February 10, 2016 minutes, December 2015 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Claims were presented and reviewed. Moved by Steve, seconded by David to approve the claims. All in favor, none opposed. Motion approved.

Discussed and considered grant application for Robidoux Trading Post. Karla spoke on behalf of the Robidoux Trading Post and the request for \$3,000. Robidoux Trading Post has been selected by Tourism Cares to be part of a restoration project. Adoption of by-laws allows Friends of Robidoux Trading Post Committee to ask for assistance in this restoration. Old chinking will be removed and replaced, window will be repaired, and artificial turf added to the roof. Work will be done by volunteers and by the Gering High School Seniors. Turf roof will not be completed until mid to late June. A new long-term lease agreement has been signed with the landowners and City of Gering. Liability insurance is through City of Gering's LARM insurance. If the Trading Post ever had to be moved from this land, Legacy of the Plains agreed to take it. Grant money will be applied for in April from the Gering KENO Funds.

Ideas and suggestions from the Tourism Board; promote the Robidoux Trading Post in the future by getting schools out there for tours and open up the Trading Post to the public for tours. Moved by David, seconded by Steve to approve the \$3,000 request. All in favor, none opposed. Motion approved.

Discussed and considered application from Summit Christian College for the Summit to Summit run in May. Brenda spoke on behalf of the college. Their grant request is \$4,250. Last year they requested funds however, paperwork was not turned in so they did not receive any funds. This is the 8th annual event. A majority of the promotion will be done outside a 100-mile radius of Scotts Bluff County. The Board discussed needing statistics regarding the number of people that have traveled to our area and that are staying overnight. The rooms that Summit College reserved last year at the local hotels were not filled up. Representatives from Summit Christian College need to come to a Tourism Board Meeting and present additional supporting facts.

Discussed and considered helping area Girl Scouts with postage for out of the country post cards. Brenda spoke on half of the Girl Scouts. She was contacted by the Girls Scouts in need of assistance with postage for their International packets. Moved by Steve, seconded by Bob to donate \$100 to assist with postage and to donate Brenda's remaining post cards.

The Board visited about "It has been said that there is lots to see but nothing to do in our area." Possibly a group could be formed to start compiling a list of activities that we can offer. Several suggestions were guided hunting trips, guided tours of our area led by the Boy Scouts or retired people, photo op tours, canoe adventures, jeep adventures and guided fishing tours. Another idea was a six hike series at places such as Robidoux Trading Post, Chimney Rock, and Scotts Bluff National Monument possibly turning this into an annual event; the NRD would also be interested in assisting with these.

Next meeting is April 13, 2016 at 1:15 p.m. in the South Commissioners Room.

Meeting adjourned by Kim Johns at 2:15 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, April 13, 2016

North Commissioners Room

1:15 p.m.

Meeting was called to order at 1: 17 p.m. by Kim Johns.

Board Members Present: David Wolf, Shannon Brunner, Steve Frederick, Kim Johns, Bob Manasek (interim Board Member for Scotts Bluff National Monument), Ann James, Glen Lussetto. Absent: none

Introduction of guests and others present. Jeremiah Gardner, David Parrish, Kim Nielsen, Le Roy Menninger, Kim Lang, Brenda Leisy.

Moved by Glen, seconded by Steve to approve of the April 13, 2016 agenda with #6 and # 13 stricken from the agenda per Brenda's request. All in favor, none opposed. Motion approved.

Moved by Shannon, seconded by Ann to approve the March 9, 2016 minutes, January 2016 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Claims were presented and reviewed. Moved by David, seconded by Bob to approve the claims. All in favor, none opposed. Motion approved.

Discussed and considered grant application for Panhandle Rock & Gem Club. Le Roy Menninger and Kim Nielsen spoke on behalf of the Rock Club. The event will be held over Memorial Weekend. Vendors sell fossils, rocks, minerals and crystals. Attendance had slowed down; with increased advertisement, the attendance has increased. This is a family event with activities for kids. Saturday night will have a public auction and meal. One half of the attendees are from the Scottsbluff area, the other half are from Wyoming, South Dakota and Colorado. Vendors travel for many miles and stay all weekend. Flyers are distributed at other club shows and additional advertising will be done. Moved by Steve, seconded by Glen to approve the \$650 request. All in favor, none opposed. Motion approved.

Discussed and considered the grant application for Summit Christian College Summit to Summit Run. David Parrish spoke on behalf of the run. They are requesting \$4,250. This is their 8th year for the community event. Started with fifty runners, last year they had approximately four hundred fifty runners. Forty-five of those runners traveled over hundred miles. This grant is needed for additional advertising, which will be done in newspapers, Facebook, and on KNEB radio. Letters were also sent to the past runners. Concerns from the

Tourism Board are the 45 visitors. This event is not a tourism draw. Moved by Glen, seconded by Bob to approve \$1,000. Six board members in favor, one opposed. Motion approved.

Discussed and considered the grant for the High Plains Riot. Jeremiah Gardner spoke on behalf of the High Plains Riot. This year's 3-day event will be held at the Weborg Centre on August 19th, 20th and 21st. This family event will have a car and motorcycle show, poker run that will show case our area and an evening concert. Jeremiah would like to inspire today's youth and get them involved. Advertising will be done with flyers, posters, newspapers, TV and radio. The event is also promoted in the Rat Rod Magazine, which has over 1.6 million likes. He will also be reaching out to Northern Colorado. The event will also have a photographer and videographer. Moved by Glen, seconded by Steve to approve the \$4,500 request. All in favor, none opposed. Motion approved.

Discussed and considered scholarships for both Nebraska Tourism Convention and Agri-Tourism Convention. The Nebraska Tourism Convention is four-day event; the Agri-Tourism is shorter. The Agri-Tourism Convention has improved over the years and is usually in Central Nebraska. This scholarship would help those that would like to attend these conventions. Moved by Steve, seconded by Bob to approve the \$200 for each convention. All in favor, none opposed. Motion approved.

Discussed and considered being a water station sponsor for Monument Marathon. Sponsors will have their name mentioned in materials and on the t-shirt, items for the swag bag and advertising at the station. The Marathon was previously awarded \$8,000 for advertising. The advertising expenses came in approximately \$1,500 lower than expected. Moved by David, seconded by Steve to approve the remaining \$1,500 to be used by the Monument Marathon. All in favor, none opposed. Motion approved.

Discussed and considered NRD photo contest sponsorship. David spoke on behalf of the sponsorship. Photos will be used by NRD, Tourism and Gering Visitors Bureau. Money will be awarded in three levels; professional, amateur and youth. The first contest will end June 30th and the second will end December 31st. Moved by Ann, seconded by Glen to approve \$2,000 for the spring contest and \$2,000 for the fall contest. All in favor, none opposed. Motion approved.

David gave updates on the Panhandle Race Committee and Airport. Twelve races were represented, ideas were email exchanges to form ideas, and maybe runners could earn points for each race with some type of award at the end of the year and maybe doing magnets with all the run dates. Jennifer Rogers will put something together with all the race information. Next meeting will be in June.

The only airline that showed up was the one that they awarded it to. They would offer morning and night flights.

Next meeting is May 11, 2016 at 1:15 p.m. in the South Commissioners Room.

Meeting adjourned by Kim Johns at 3:06 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, June 8th, 2016

North Commissioners Room

1:15 p.m.

*corrected

Meeting was called to order at 1: 35 p.m. by Kim Johns.

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

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

Moved by Anne, seconded by Shannon to approve of the June 8th, 2016 agenda with the addition of the American Solar Challenge after #8 per Brenda's request. All in favor, none opposed. Motion approved.

Moved by Shannon, seconded by Anne to approve the May 11, 2016 minutes, March 2016 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. Moved by Shannon, seconded by Anne to approve the minutes, lodging report, financial reports, claims and Director's Report. All in favor, none opposed. Motion approved.

Discussed and considered a sponsorship for the 2016 Horseshoe Tournament. Brenda spoke on behalf of the 2016 State Horseshoe Tournament that will be held Labor Day weekend. The tournament will bring up to 500 visitors. The request does not fall under marketing; funds would be taken from enhancements and would be used for miscellaneous expenses such as a park permit. A t-shirt will be sold by at the tournament and will include the tourism logo. Balloon information has been sent to them and Brenda has received great feedback. Moved by David to approve a \$500 sponsorship, seconded by Anne. All in favor, none opposed. Motion approved.

Discussed and considered kite kits for the Old West Balloon Festival. Brenda spoke on behalf of the kite kits. We would need to purchase the spools, crayons, scissors and tape. Tables could be set up at the festival and the first 500 children would get a kite. The tourism and Old West Balloon Fest logo would be on the kite. The cost for the kites would be \$74 for 100 kites; \$298 for 500 kites and a one-time set up fee. Will check with airport to see if they would like to be a sponsor and possibly have a plane on display. Moved by Anne to purchase 500 kits, seconded by David. All in favor, none opposed. Motion approved.

Brenda discussed an upcoming event, "Scottsbluff Celtic Gathering" that will be held May 20-21, 2017 in Scottsbluff at Frank Park. The gathering will focus on family activities, heritage, history, music and will be open to everyone. There will also be items to purchase.

Brenda spoke on behalf of the American Solar Challenge that will be in town on August 5th and 6th. This is their 2nd to the last stop and could bring in approximately 500 people to our area. Scotts Bluff Area Visitors Bureau will provide welcome packets. Suggestion was made to provide a BBQ beef sandwich, baked beans, potato salad, cookie and drink for a meal. Moved by Dan to provide a meal, seconded by Anne. All in favor, none opposed. Motion approved.

Next meeting is July 13, 2016 at 1:15 p.m. in the South Commissioners Room.

Meeting adjourned by Kim Johns at 2:40 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, July 13th, 2016

South Commissioners Room

1:15 p.m.

Meeting was called to order at 1: 21 p.m. by Kim Johns.

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

Introduction of guests and others present. Lanna Hubbard, Matt Silverman, Chris Amundson, Cher Maybee, Kim Lang, Brenda Leisy

Moved by Steve, seconded by David to approve of the July 13th, 2016 agenda with the addition of the Chris Amundson from Nebraska Life added after number 6 and Matt Silverman added after Chris per Brenda's request. All in favor, none opposed. Motion approved.

Moved by David, seconded by Dan to approve the June 8, 2016 minutes, April 2016 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.

Discussed and considered a board candidate to replace Glen. The candidates are Lanna Hubbard and Cher Maybee. Lanna has managed the Scotts Bluff County Fair for 11 years. There are approximately 100 events per year at the Fairgrounds. Lanna is always looking for a way to bring new events to the Fairgrounds year around. Her goals are to bring more people to our community, help our community grow and to have everyone work together and to promote agricultural. Lanna would also like to find a way to bring events here during the off season. Cher has been involved with Tourism for many years. She has done the Oregon Trail Ride. Her projects consist of promoting the Oregon Trail, the Fiber Art Festival, Legends Weekend and creating the Circle Tour. Cher's vision for our community includes fishing tours and creating packages so visitors fall in love with our community when they come to visit and to bring PVA and Tourism together under one umbrella. Moved by David to recommend Lanna Hubbard as the new board member to the Scotts Bluff County Commissioners, seconded by Dan. All in favor, none opposed. Motion approved.

Chris Admundson Publisher and Editor of Nebraska Life spoke on behalf of Nebraska Travel and their advertising specials. They have received many requests for a travel guide like this. The first issue will be available 2017. The guide will contain short stories and be sorted by region, county and events. Moved by Anne to purchase the inside cover for \$7,000, seconded by David. All in favor, none opposed. Motion approved.

Matt Silverman thanked the Tourism Board for their support. The Capital Improvement money helped replace the cement in front the grandstands. Matt is working on bringing more events to the Fairgrounds. The Mud Bog and the ABATE are two events along with the Scotts Bluff County Fair. The Tourism Board advised that they can assist with advertising if visitors are traveling over 100 miles. Brenda will provide 60 bags for his next event.

Discussed and considered PVA budget for the year. Brenda spoke on behalf of the PVA budget. The requested amount is \$12,000, same amount as previously requested. Last year only 44% was spent. Items included in the budget are Circle Tour books, maps, color books, activity books and color pads. This year they would like to put more emphasis on Legends Week. Moved by Steve to approve the requested \$12,000, seconded by Anne. All in favor, none opposed. Motion approved.

Discussed and conserved Western Nebraska Tourism Coalition Public Sector Voting. Brenda is the primary, an alternative is needed for 2016-2017. Kim Johns volunteered to be the alternative. Brenda will present this to the Board of Commissioners.

Next meeting is August 10, 2016 at 1:15 p.m. in the South Commissioners Room.

Meeting adjourned by Kim Johns at 3:30 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, August 10, 2016

North Commissioners Room

1:15 p.m.

Meeting was called to order at 1:16 p.m. by Kim Johns.

Board Members Present: Shannon Brunner, Kim Johns, Dan Morford, Anne James, David Wolf, Steve Frederick, Lanna Hubbard. Absent: none

Introduction of guests and others present. Ethan Kerk, Ashlyn Lang, Kim Lang, Brenda Leisy, Karla Niedan-Strecks

Moved by Steve, seconded by David to approve of the August 10, 2016 agenda. All in favor, none opposed. Motion approved.

Moved by Kim, seconded by Dan to approve the July 13, 2016 minutes, May 2016 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims were presented.

Discussed and considered Capital Improvement funds for Angel Wing Outfitters. Ethan Kerk spoke on behalf of his business. He has been giving guided hunting tours for over 10 years and has brought 500-600 clients to this valley. He recently renovated an old house into a hunter's lodge that will sleep 8. Currently 75 hunters are booked for this winter season. Worldwide Trophy Adventures currently assists Ethan with booking the hunting packages. Over the next few years he would like to turn this property into something similar to the Weborg's event center where he can host events year around. In the summer they can host family reunions, campers, balloon fest visitors and other events. The pond will be stocked with fish and will also have activities such as paddleboats and kayaks. The property has lots of potential and could offer something similar to Gordon Howard's. The Capital Improvement money would be used to improve the campground area and pond. Brenda will contact state tourism to verify this qualifies for Capital Improvement money. Moved by Bob to approve the \$10,000, seconded by David. All in favor providing this meets the requirements; none opposed. Motion approved.

Discussed and considered support and sponsorship for Nebraska Games and Parks project. Steve Frederick spoke on behalf of the project. Trout Unlimited is working on restoring Dry Spotted Tail Creek west of Mitchell. This would be a premiere trout stream that will bring fishers to our area. They are asking for a letter of support

regarding this project; Steve volunteered to write the letter. Moved by David to support the project, seconded by Steve. All in favor, none opposed. Motion approved.

Discussed and considered detailed budget for 2016-2017. Brenda, Steve and Kim met to discuss the budget. Events that are included for 2016-2017 are Precision Shooters, Robidoux Quick & Dirty, Celtic Festival, Ag Society and Riverside Discovery. Moved by Steve to approve the 2016-2017 budget, seconded by Shannon. All in favor, none opposed. Motion approved.

Next meeting is September 14, 2016 at 1:15 p.m. in the North Commissioners Room.

Meeting adjourned by Kim Johns at 2:20 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, September 14, 2016

North Commissioners Room

1:15 p.m.

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

Board Members Present: Shannon Brunner, Kim Johns, Dan Morford, Ann James, Steve Frederick, Lanna Hubbard. Absent: David Wolf

Introduction of guests and others present. Ken Meyer, Kim Lang, Brenda Leisy

Moved by Dan, seconded by Ann to approve of the September 14, 2016 agenda. All in favor, none opposed. Motion approved.

Moved by Ann, seconded by Dan to approve the August 10, 2016 minutes, June 2016 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved. Ann James commented to those present what an awesome Director Brenda is.

No additional claims were presented.

Brenda updated the Board on the Capitol Improvement funds for Angel Wing Outfitter Lodge. No restrictions on the funds other than they will not cover old updates or restoration on something that is already existing. New structures are covered. Stipulations can be made by the Tourism Board. Angel Wing Outfitters Lodge will need to provide a legal binding document stating how long Ethan can occupy this land and what his intended purpose is. Once document is received it will be reviewed by the County Attorney. A due diligence will be done and guidelines will need to be followed. Moved by Ann, seconded by Steve. All in favor, none opposed. Motion approved.

Discussed and considered the board position of Ann James to the Scotts Bluff County Tourism Board. Ann stated she enjoyed working with the Tourism Board and holding the PVA slot. Ann is no longer with Riverside Discovery therefore she is resigning from the Tourism Board. Brenda will advertise this PVA position and will also send a letter to the PVA attractions. This term would end December 2018. That person would be eligible to run again.

Discussed and considered itinerary/budget for the October Travel Writers Group. This budget will be more due to the extra night/32 rooms. Tuesday evening Karla Niedan-Streeks, Kim Lang and Brenda Leisy will welcome the Travel Writers at The Tangled Tumbleweed. Friday supper will be at Rosita's and hosted by Karla Niedan-Streeks and Kim Lang. Allan and Char Maybee will host breakfast at Barn Anew Saturday morning. Lanna Hubbard and Karla will host a Saturday lunch at The Steel Grill; Karla and Kim Johns will host supper Saturday evening at the Emporium. Moved by Steve to approve up to an extra \$2,000 , seconded by Ann. All in favor, none opposed. Motion approved.

Next meeting is October 12, 2016 at 1:15 p.m. in the North Commissioners Room.

Meeting adjourned by Kim Johns at 2:33 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, October 12, 2016

North Commissioners Room

1:30 p.m.

Meeting was called to order at 1:33 p.m. by Kim Johns.

Board Members Present: Kim Johns, Dan Morford, Anne James, Steve Frederick, Lanna Hubbard. Absent: David Wolf, Shannon Brunner

Others present: Cher Maybee, Brenda Leisy, Kim Lang

Moved by Steve, seconded by Dan to approve of the October 12, 2016 agenda with a change on #9; removing "Name a new member to serve on the WNTC Board" and replacing it with "Social hour at Tourism Conference". All in favor, none opposed. Motion approved.

Moved by Anne, seconded by Steve to approve the September 12, 2016 minutes, July 2016 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims were presented. Receipts were presented on behalf of Oregon Trail Community Foundation; the Board verified they totaled \$10,000. Moved by Steve, seconded by Ann to approve claims. All in favor, none opposed. Motion approved.

Discussed and considered Board Member to replace Anne James. Brenda presented Anne's letter of resignation, affidavit of publication showing the ad was run three times and a copy of Cher Maybee's letter of interest regarding the open Board position. Moved by Bob we accept Anne's letter of resignation, seconded by Steve. All in favor, none opposed. Motion approved. Steve moved that Cher Maybee fills the vacated position, seconded by Anne. All in favor, none opposed. Motion approved. Brenda will present this recommendation to the County Commissioners at the next Commissioner meeting. Anne will remain as a member of the marketing committee.

Brenda updated the Board on the Capitol Improvement funds for Angel Wing Outfitter Lodge. A copy of the lease agreement between Steve Schaneman and Ethan Kerk was provided for review. Future plans for this land includes a campground, RV pads, duck hunting field, fishing pond and a place to hold community events. Moved by Steve to accept and approve the contract, seconded by Anne. All in favor, none opposed. Motion approved.

Brenda updated the Board on the Nebraska State Horseshoe Tournament that was held Labor Day weekend. Eighty-six pitchers were present, thirty-four from Western Nebraska and the remaining fifty-two were from Eastern Nebraska. Twelve of the Western Nebraska pitchers stayed at a hotel. Of the fifty-two Eastern Pitchers, over half stayed locally at the hotels and others stayed at local campgrounds. The Pitchers gave great feedback on The Union, Goonies, Balloonfest and our Landmarks in Western Nebraska. Many of the Landmark pictures were posted on Facebook.

Discussed and considered social hour at the Tourism Conference at the Gering Civic Center. Social hour is Tuesday, October 18th from 4:30 p.m. to 5:30 p.m. Scotts Bluff County Tourism will host the social hour and set up banners and brochures. Steve and Lanna agreed to attend the social hour. The Tourism Conference is held locally every four to five years. Many activities to attend, you can select the ones you would like to attend. This year we are nominated for two Tourism awards. Steve moved to approve setting up the banners and brochures, seconded by Anne. All in favor, none opposed. Motion approved.

Next meeting is November 9, 2016 at 1:15 p.m. in the North Commissioners Room. The Marketing Meeting will at 3:00 p.m. follow the regular meeting.

Meeting adjourned by Kim Johns at 2:15 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, November 9, 2016

North Commissioners Room

1:15 p.m.

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

Board Members Present: Cher Maybee, Kim Johns, Dan Morford, Steve Frederick, Lanna Hubbard, David Wolf.
Absent: Shannon Brunner

Others present: Bob Nemnich, Bobbie Youel, Karla Niedan-Streeks, Sherry Blaha, Matt Silverman, Brenda Leisy, Kim Lang.

Moved by Dan, seconded by Lanna to approve of the November 9, 2016 agenda with addition of cell call coverage information added to #7 . All in favor, none opposed. Motion approved.

Moved by Lanna, seconded by Cher to approve the October 12, 2016 minutes, August 2016 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Discussed and considered grant application for Capitol Improvement funds for Carpenter Center. Bob Nemnich and Bobbie Youel spoke on behalf of the Carpenter's Center. They have requested \$30,000 to assist in completing their seating area. Currently 320 kids are using the facility 5 nights a week; ages 18 months to 17 years old. Presently eight coaches are working with these kids. In the future they would like to host state and regional meets along with cheer competitions. State competitions cost \$200 to bid on with no guarantee you will be picked. Events could have 4 gyms with 15-30 kids in each gym. These events could bring in 100 parents to the area. Families will travel from Wyoming, Colorado and Eastern Nebraska. Next closest facility similar to this one is in Cheyenne. Carpenter's Center can also host tramp/tumbling parties with a 10/1 coach ratio. Once project is complete fees will go from \$30 to \$40 each month. Scholarships are available for those who need them. Presently 30 kids from the Carpenter's Center are registered to travel to a competition in Colorado. Competitions start in January, finals are in July. Concerns on behalf of the Tourism Board; these events are only a few times per year and no guarantee that the Carpenter's Center would get to host the state meets. It was suggested the Carpenters Center could approach the Board when there is an event and they could possibly receive money to promote the event rather than giving money with no guarantee any events are coming to our area. Cher motioned that they could come to the Board prior to each event; Steve seconded the motion that they could come before the Board prior each meeting to ask for assistance with publications, bidding fees and marketing. He then suggested the Board gives a \$5,000 sponsorship grant. Dan seconded Steve's additional suggestion of the \$5,000 sponsorship. All in favor, none opposed. Motion approved.

Brenda spoke on behalf of Lakeview Point/Lighthouse at Lake Minatare. Clifford Belford contacted her regarding his concerns of the deterioration from the water hitting the cliff below the lighthouse. Clifford thought maybe the Board would know who to contact to get things started in preventing further deterioration. The Board discussed needing to find out who owns this land and suggested ideas regarding what could be done such as placing broken concrete in front of the cliff. Getting permission to have work done could be a challenge. Dave will look into it and Steve will work on a story to possibly get some support regarding this issue.

Sherry Blaha spoke regarding the cell coverage at Lake Minatare. At times no service is available. With more visitors each year, service is important for saving lives and safety; a warning system is needed to warn visitors about incoming severe weather.

Brenda briefly discussed the Colorado stock show January 7th through January 22nd. More people are needed to work the booth. Reimbursements are \$120 per day providing you work 2 days or 2 shifts. Shifts are 9:00 a.m. to 3:00 p.m. or 3:00 p.m. to 9:00 p.m. Hotels rates are \$99 per night.

Next meeting is December 7, 2016 at 1:30 p.m. in the North Commissioners Room.

Meeting adjourned by Kim Johns at 2:40 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, December 7, 2016

North Commissioners Room

1:30 p.m.

Meeting was called to order at 1:30 p.m. by Kim Johns.

Board Members Present: Cher Maybee, Kim Johns, Dan Morford, Steve Frederick, Lanna Hubbard, Shannon Brunner
Absent: David Wolf

Others present: Karla Niedan-Streeks, Sherry Blaha, Brenda Leisy, Kim Lang, Jeremiah Gardner, Kristin Wiebe, Jody Lamp, Nate Heffron, Judy Amoo, Dora Oliveras, Father Jonathan Sorensen, Hunter Kosman, and Jennifer Tavenner.

Moved by Lanna, seconded by Dan to approve of the December 7, 2016 agenda. All in favor, none opposed. Motion approved.

Moved by Dan, seconded by Lanna to approve the November 9, 2016 minutes, August 2016 lodging tax report, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved. No financial report was available at the time of the meeting. Will be presented at the next meeting.

Dora Oliveras with Nebraska 150th presented tickets of recognition to the following events that are honoring and recognizing Nebraska's 150th. Hunter Kosman on behalf of Old West Balloon Fest, Jennifer Rogers on behalf of Monument Marathon, Father Jonathan Sorensen on behalf of the Guadalupe Center, Brenda Leisy on behalf of the Scottsbluff Celtic Gathering, Judy Amoo on behalf of the Western Nebraska Community College Historic Exhibit, and Jennifer Tavenner on behalf of Bayard Elementary School.

Karla Niedan-Streeks mentioned that Oregon Trail Days is now officially part of this celebration. It was also suggested that the Scotts Bluff County Fair apply.

Nate Heffron spoke on behalf of Chimney Rock State Historical Site. The City of Bayard is updating the lighting to LED lighting to increase visibility. Currently lighting is inadequate. Kriz-Davis did the research on the lighting. The new lighting should last approximately 25 years. This project also includes colored filters for special events. Chimney Rock is the 4th most visited site in Nebraska. The overall estimated cost is \$12,200; they are requesting \$4,000 from Scotts Bluff County Tourism. Weather permitting the installation will take place January to March. Moved by Steve to approve the \$4,000, seconded by Shannon. All in favor, none opposed. Motion approved.

Jody Lamp spoke on behalf of American Doorstop Project. The purpose of American Doorstop project is to preserve local, regional and national stories that shaped America's agriculture. This current project is Celebrating 150 Years of Nebraska's Agriculture History. Many hours were spent at the Legacy of the Plains reviewing our history and visiting with many Nebraskan people. This book will debut in May 2017 and will be available at places such as Sam's, Wal-Mart, Barnes & Noble, Costco, museums and Amazon.com. This book will invite people into your community to stop, stay and visit. Currently they are working on a car wrap that will be used while they travel and promote this book in Nebraska. American Doorstop Project is asking for \$3,000 to assist with marketing, promotion, travel, and meal expenses. Tourism is unable to assist with meals, gas, and housing, will be able to assist with marketing and promotions. American Doorstop Project will display the Tourism logo on the vehicle wrap and share a link on their website. Moved by Steve to approve \$2,500 for marketing and promotions, seconded by Char. All in favor, none opposed. Motion approved.

Two applications were received for the open Tourism Board position. Kristen Wiebe has lived in the Scottsbluff/Gering for more than 20 years. Some of her work and qualifications include the Monument Marathon, Rubidoux Quick & Dirty, Solar Challenge event and Recycle your cycles. Kristen would like to showcase the best of what we have to offer visitors from across the state and across the nation. Kristen is a hard worker and is good at getting things done. She is also involved in many areas of her community. Jeremiah Gardner has lived in the Scottsbluff/Gering area his whole life. He is the owner and operator of Gardner Road Kustoms and Scrappy Pit BBQ and does a lot of community service in this valley. Jeremiah would like to give back to the place where he grew up. Jeremiah brings enthusiasm and energy, and has a passion for this valley. He is committed, thinks outside the box, and understands it takes partnerships to get things done.

Moved by Dan to approve Jeremiah to fill the open position on the Tourism Board and to invite Kristen to be on the Marketing Committee, seconded by Steve. All in favor, none opposed, Motion approved.

Sub-Committees were chosen.

Marketing Committee: Steve and Cher

Grant Committee: Karla, Shannon and Dave

Budget Committee: Kim and Lanna

Next meeting is January 11th, 2017 at 1:15 p.m. in the North Commissioners Room.

Meeting adjourned by Kim Johns at 3:35 p.m.