

Scotts Bluff Area Visitors Bureau

Wednesday, February 8, 2017

South 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, Lanna Hubbard, Shannon Brunner, David Wolf, Jeremiah Gardner. Absent: Dan Morford

Others present: Karla Niedan-Streeks, Sherry Blaha, Brenda Leisy, Kim Lang.

Moved by Dave, seconded by Cher to approve of the February 8, 2017 agenda with the addition of LB 222 discussion after #10. All in favor, none opposed. Motion approved.

Moved by Cher, seconded by Lanna to approve the October and November 2016 lodging tax report, financial reports, claims, correspondence, Tourism Director Report and the December 7, 2016 minutes, with the removal of "Bob" from the Budget Committee. All in favor, none opposed. Motion approved.

Discussed and considered grant for Highway 92 Raceway. The representative for Highway 92 Raceway was unable to attend today's meeting. After further review of the Capital Improvement Grant Application, profit organizations do not qualify for the grant. Brenda will advise Highway 92 Raceway that they do not qualify and suggest they check with Gering Keno funds. A non-profit group of the Highway 92 Raceway could apply for the Capital Improvement Grant in the future. The original grant request was denied, no action was taken.

Discussed Monument Marathon Promotional grant application. Grant Committee Members Dave Wolf, Karla Niedan-Streeks and Brenda Leisy, (Shannon Brunner was absent from the meeting) met on January 18, 2017 to discuss the grant application from Jennifer Rogers and Kristin Wiebe on behalf of Western Nebraska Community College Foundation/2017 Monument Marathon. The amount of \$13,387.50 was requested for promotional funds. This money would be used for marketing expenses for national, regional and digital advertising. This request is an increase from last year due to competition in these races therefore they need to start advertising earlier. Dave Wolf, Karla Niedan-Streeks and Brenda Leisy recommended awarding the grant amount of \$7,525. This will cover the advertising Colorado Runner and Runner's World. An email was sent out to the Tourism Board to review Grant Committee recommendation and to approve or disapprove the recommendation. Dan, Cher, Kim and Shannon returned a "yes" vote by email.

Discussed and considered Scottsbluff Celtic Gathering under the Scotts Bluff County umbrella. Brenda spoke on behalf of the Celtic Gathering. With the support of Scotts Bluff County Tourism, the Celtic Gathering will receive insurance from NIRMA and be able to apply for grants. Moved by Lanna, seconded by Dave to support the Scottsbluff Celtic Gathering. All in favor none opposed. Motion approved.

Discussed Old West Balloon Fest moving forward. Brenda spoke on behalf of the Old Balloon Fest. After the first two years the growth has reached a point where they need by-laws, a board and a full time director. Going forward, Brenda will work with Karla on the Community Impact Grant. Prior to submitting the grant it will be reviewed by the County Attorney and City Attorney.

Discussed Platte Valley Attractions budget for the year. The current budget was approved in July 2016; \$11,382.70 is remaining out of the \$12,000 budget. Pad maps will be reprinted at a cost of approximately \$4,000. Circle Tour Guides will also be printed. Printing is expected in March or April. Unknown if or when the state will release grant money.

Discussed LB 222. With no opposition this will advance to the floor. This bill provides equal representation and defines tourism. Currently there are 7 commissioners, with the new bill there would be 11 commissioners. The Tourism industry supports this bill 100%.

Discussed and considered Officers for 2017. Kim Johns agreed to remain as President, Dave will be the Vice President, and Dan Morford will be the Secretary, Kim Lang will continue to take the minutes. Moved by Cher, seconded by Shannon to approve Kim Johns as President, Dave Wolf as Vice-President, Dan Morford as Secretary, Kim Lang to take the minutes. All in favor, none opposed. Motion approved.

Discussed and reviewed sub-committees. Brenda contacted Kristen Wiebe, she agreed to be on the Marketing Committee. Jeremiah agreed to be on the Marketing Committee. Dan will need to pick a Committee at the next meeting.

Marketing Committee: Steve, Cher, Jeremiah, and Kristen

Grant Committee: Karla, Shannon and Dave

Budget Committee: Kim and Lanna

Next meeting is March 8<sup>th</sup>, 2017 at 1:15 p.m. in the North Commissioners Room.

Meeting adjourned by Kim Johns at 3:08 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, March 8, 2017

North Commissioners Room

1:15 p.m.

Meeting was called to order at 1:12 p.m. by Kim Johns.

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

Others present: Andrew Hunzeker, Ed Hunzeker, Brenda Leisy, Kim Lang.

No modifications or changes were made to the March 8, 2017 agenda.

Moved by Shannon, seconded by Cher to approve the February 8, 2017 minutes, December 2016 lodging tax report, financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims not included under Consent Agenda.

Discussed and considered grant for Scottsbluff Celtic Gathering. Andrew Hunzeker spoke on behalf of the Gathering that will be held May 19th-21st, 2017. The purpose of the event is to introduce our area to a different cultural event. This is the 1<sup>st</sup> event of this type and will hopefully become an annual event. The event will focus on the family and the activities will include a movie, sword fighting, music, games, whiskey tasting, fairies, Clan passport, scavenger hunt, Pub, vendors and additional activities. The Scottsbluff Celtic Gathering is requesting marketing funds in the amount of \$8,061.34. They are anticipating approximately 750 participants. The Board agreed the event was well organized, different from other events and could become an annual event. Moved by Shannon, seconded by Lanna to approve the \$8,061.34. All in favor, none opposed. Motion approved.

Discussed and considered promotional grant for the Circle the Bluff Powwow. Jina Red Nest was to present the grant request, however she did not attend the meeting. This is the 3<sup>rd</sup> year Circle the Bluff Powwow has requested funds. Last year they did additional advertising; the event needs additional promotion. Jina will be asked to return in April with a detailed budget.

Discussed and considered standing grant amounts for promotional grants. Brenda spoke on behalf of the Father's Day Classic, Sugar Valley Rally and Oregon Trail Days. Father's Day Classic is given \$6,000; this event continues to grow; Sugar Valley Rally is given \$4,000; the number of cars has gone down but the attendance is still the same. Oregon Trails Days are given \$10,000; last year's parade was down 6,000 people. Brenda will contact these organizations to let them know the Tourism Committee will be reviewing the grant amounts that are given to each organization. No amounts grant amounts will change this year. Each organization will need to appear before the Tourism Board annually prior to their event to give a synopsis of their event and present their marketing plan and changes to their event. Moved by Dan, seconded by Kim to approve the yearly presentations from each organization and review the grant amounts. All in favor, none opposed. Motion approved.

Discussed and considered budget for National Tourism Week. Brenda spoke on behalf of Tourism Week and the \$8,000 budget. Brenda and Karla will work on the event together and share the luncheon expense. Wednesday will be the luncheon and awards will be presented. They are looking into getting a guest speaker and a traveling science trailer for the week. The cost would be approximately \$7,000 for 3 days. Schools would be invited and would be open to the public. This will be dependent upon whether they are able to get the grant. Moved by Cher, to approve the guest speaker and traveling trailer if the grant is received, seconded by Lanna. All in favor, none opposed. Motion approved.

Discussed and considered hiring Mc Schaff for a story map project. Brenda spoke on behalf of the map. The pad map was recently updated; Susan with Mc Schaff would make the pad map a visual map that would be on our website. Other points of interest such as Civic Center, Weborgs 21, and Fairgrounds would also be added to this map. When you click a specific location, the map will expand and give pictures, websites and details. We supply the content, website, pictures, logo's and slogan. The hourly rate of \$78 would be shared with Karla.

The Board questioned how long it would take to create the story map and what the final cost would be. The Board requested an estimated quote on the map. No other action was taken at this time.

Discussed and considered a date for the Quarterly marketing meeting. With so many new events already planned, the next marketing meeting will be held in November 2017.

Discussed switching the May meeting due to Tourism Week and Brochure Swap. This will be decided at April meeting.

Next meeting is April 12th, 2017 at 1:15 p.m. in the North Commissioners Room.

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

Scotts Bluff Area Visitors Bureau

Wednesday, April 12, 2017

North Commissioners Room

1:15 p.m.

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

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

Others present: Sherman Lenhart, Ken Nelson, Gary Land, Kay Gross, Colleen Shoemaker, Mona Leach, Brenda Leisy, Kim Lang.

Moved by Shannon, seconded by Cher to approve the April 12, 2017 agenda. All in favor, none opposed.  
Motion approved.

Moved by Cher, seconded by Lanna to approve the March 8, 2017 minutes, January 2017 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims not included under Consent Agenda.

Discussed and considered promotional grant for Panhandle Rock and Gem Club. Sherman Lenhart spoke on behalf of the \$600 request for the Rock and Gem show that will be held on Memorial Day weekend. They will advertise in newspapers, radio and with flyers. The yearly event is family oriented and they also have activities for children. Visitors come from Nebraska, Colorado, Wyoming and South Dakota. Some visitors came as far as New Mexico and Arkansas. The average attendance for the weekend is around 1,500 people. In the past they did not track where the visitors came from. The Tourism Board suggested a sign in sheet where people could provide their zip code. Brenda will provide a sign in sheet for them to use. Moved by Lanna, seconded by Shannon to approve the \$600 grant request. All in favor, none opposed. Motion approved.

Discussed and considered the grant application for Robidoux Quick and Dirty. This year's event will be held on May 20<sup>th</sup> with the Meet & Greet on May 19<sup>th</sup> where they will receive a free beer glass with their logo, free beer and the opportunity to purchase Chuckwagon Wood fired pizza. The Green Mountain Homesteader will play bluegrass music and there will also be a bicycle concourse and a raffle. Currently all registrations are from out of town. The race is capped at 200 racers. West Nebraska Bicycling Club is requesting \$210 to

assisting with advertising. Moved by Cher, seconded by Jeremiah to approve \$280 to assist with advertising. All in favor, none opposed. Motion approved.

Discussed and considered grant application for Summit to Summit Run. Kay Grote spoke on behalf of the event that will be held on May 13<sup>th</sup>, 2017. This will be the 9th year for the 7.2 mile run/walk/shuttle. A few changes have been made. This year they are hosting a Christian Service Expo instead of a health fair. Currently they have 15 exhibitors such as Celebrate Recovery, Firefighters Ministry, food pantry and Diaper Depot. Their goal is 20 exhibitors. They have contracted with RaceRite, a professional timing/scoring company from Colorado. Summit to Summit is marketed year around through social media. Brochures, posters and post cards are also used to advertise the event. In 2015 they had 400 participants registered, they are hoping for the same amount this year. In the past, the Tourism Board has not received numbers regarding where the runners are from. RaceRite will be able to provide the information this year. Summit to Summit is asking for \$2,000. Moved by Cher, seconded by Lanna to approve \$1,186 to assist with advertising. All in favor, none opposed. Motion approved

Discussed and considered grant application for Circle the Bluffs Powwow. Jena was unable to attend this meeting. Colleen Shoemaker spoke on behalf of Circle the Bluffs Powwow that will be held on June 17<sup>th</sup> and 18<sup>th</sup>. There will be food vendors and possibly the Omaha tribe will attend this year's event. The Lakota Church will provide dinner for the attendees. The caller and drummer will be staying at the Monument Inn & Suites. Approximately 100 participants attended last year, most were from South Dakota and Wyoming. The Tourism Board has requested visitor numbers for 3 years; no information has been provided. Money was given last year for the website; Tourism Board members were unable to locate the website. Brenda will contact Jena regarding the website, will review receipts from last year and request Jena to attend the May meeting. No action was taken on the Circle the Bluffs Powwow grant request.

Discussed and considered entertainment assistance for the Next Young Professionals Wine and Beer Festival. Brenda spoke on behalf of this event that will be held on August 19<sup>th</sup> at the 18<sup>th</sup> Street Plaza in Scottsbluff.

Brenda attended a few meetings regarding the Wine and Beer Festival. This is their only fundraiser. If Tourism contributes to the entertainment, they will use the "Moon over the Monument" eclipse logo on their beverage glasses. Space is limited at the 18<sup>th</sup> Street Plaza. The Tourism Board was concerned about the eclipse crowd being turned away due to limited space. Brenda will visit with them about moving the Festival to Gering this year to have the extra room for the crowd and will report back at the May meeting. No action was taken regarding entertainment assistance.

Brenda provided an update on the guest speaker for National Tourism Week. The guest speaker will be unable to attend due to a visa problem. Brenda and Karla will provide the luncheon on Wednesday, May 10<sup>th</sup>.

Next meeting is May 3<sup>rd</sup> at 1:15 p.m. in the North Commissioners Room.

Meeting adjourned by Kim Johns at 3:25 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, May 3, 2017

North Commissioners Room

1:15 p.m.

Meeting was called to order at 1:19 p.m. by Kim Johns.

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

Others present: Mike Minzey, Jody Ruzicka, Mike Reynolds, Peggy Wells, Brittney Wells, Kelly Ratliff, Jeremy Jackson, Daryl Wills, Lanette Richards, Barb Netherland, Jena Red Nest, Sherry Blaha, Brenda Leisy, and Kim Lang.

Moved by Shannon, seconded by Cher to approve the May 3, 2017 agenda. All in favor, none opposed. Motion approved.

Moved by Cher, seconded by Lanna to approve the April 12, 2017 minutes, February 2017 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims not included under Consent Agenda.

Discussed and considered Capital Improvement Grant application for 23 Club. Jeremy Jackson and Kelly Ratliff spoke on behalf of the non-profit 23 Club. The estimated renovation is 1.4 million dollars; they are requesting \$100,000 to assist with these renovations. The restrooms and facilities are not safe or ADA accessible. Currently they host 12 games a night. Players and families come from surrounding areas including Gering, Torrington, Mitchell, Morrill, Kimball, Bayard and Bridgeport. They host a Mother's Day and Father's Day Tournament. The Father's Day Tournament has over 30 teams registered this year. The Cal Ripkens Tournaments bring families people from Colorado, Kansas, Iowa, Missouri, Nebraska, Montana and Canada. The tournament dates usually coincide with big events in the Scottsbluff/Gering area so the hotel rooms are usually unavailable for the players and families. Due to hotels already being full, these players and families are driving home after the games or staying with family and friends. The 23 Club gifted the field to Scottsbluff High School. 23 Club owns the buildings, fence and anything above ground. The Tourism Board is concerned with improving property that is on land not owned by the 23 Club. Capital Improvements are for improving attractions. Moved by Dave to deny the grant request, seconded by Jeremiah. All in favor, none opposed. Motion approved.



Discussed and considered Promotional Grant Application for Fiber Arts Fair. Peggy Wells and Brittany Wells spoke on behalf of the Fiber Arts Fair that will be held on September 8<sup>th</sup> and 9<sup>th</sup> and their \$4,740.00 request. This will be the 9<sup>th</sup> year for this event. Last year they had 500 to 600 attendees from Nebraska, Colorado, South Dakota, Kansas plus 10 additional states. Many will stay for the whole weekend. They will be offering 25 classes, a market place, food, music, demos and animals in the pavilion. Last year's Friday class doubled in attendance. The Tourism Board suggested asking the attendees for their zip codes to track where everyone is coming from and to do national advertising to bring visitors from outside this area to boost the attendance numbers. Moved by Shannon to approve \$3,000, if they advertise nationally, they will receive \$4,740.00, seconded by Lanna. All in favor, none opposed. Motion approved.

Barb Netherland provided an update on the Sugar Valley Rally. This is the 29<sup>th</sup> year for the Sugar Valley Rally. Average number of cars is 60-65; 70-75 would be the maximum they would accept. Each car is a 2-person team. They bring their families and stay for several days. Top speed for timed is 35 mph, untimed is 45 mph. Marketing is done by Facebook, post cards, coasters, posters, newspapers, car publications; annual ads are ran all year long. The video from the Visitors Bureau has been a big help on Facebook and the website.

Mike Reynolds provided an update on the 19<sup>th</sup> annual Father's Day Classic. In the beginning they had approximately 20 entries; they now have around 347 entries. On Friday they do a BBQ and ice cream social for the entrants, approximately 100 cars will do the cruise for cash. Saturday morning they will do a small car parade prior to the event opening. Registration begins at 9:00 a.m. with a fee of \$35.00. This money is used for Scholarships for high school students going into the auto field. That evening there is a banquet and an award show for 600-650 people. Most of these entrants come from Nebraska, Wyoming, South Dakota and Colorado. On average they spend \$402.38 while visiting here. Some of the places they visit are the Monument Mall, Gering Bakery, The Union, and the Legacy of the Plains. This year they will be honoring the Veterans.

Mike Minzey and Jody Ruzicka provided an update on Oregon Trail Days. This will be the 96<sup>th</sup> year for the Oregon Trails Days celebration. Approximately 10,000 attended the parade, 8,000 attended the carnival, 2,000 to 3,000 attended the BBQ, 1,200 to 1,800 attended the Old Settlers dinner, and 300 to 500 attended the gospel concert. This year they have 40 food vendors registered. In the last few years they added mud volleyball. The event has grown, 2 additional pits had to be added. Last year they added a BBQ and kids events at the Legacy of the Plains. They received good feedback on eliminating throwing candy from the floats. After the parade the police officers walked through the crowd handing out candy. Last year the crowd totals were down a bit. They continually look for new ideas while still keeping everyone's favorite activities.

Discussed and considered grant application for Circle the Bluffs Powwow. Lanette Richards and Jena Red Nest spoke on behalf of the event that will be held on June 17<sup>th</sup> and 18<sup>th</sup>. This will be the 9<sup>th</sup> year for this event. In the past the event moved around year to year, they now have a permanent home at the Legacy of the Plains. This 2 day family event and celebration will include singing, dancing, food, crafts and information. During the supper break there will be shuttle rides to the Monument. Roughly 758 spectators attended last year. Visitors

come from Rosebud, Pine Ridge, Arizona, Kansas, South Dakota and Canada. Working with the Ponca and Winnebago to get them to come to the Powwow. Marketing is being done on Facebook, newspapers, TV, radio, brochures, Indian Country magazine, and on their website. A local person is doing the website and the upkeep. Previously this Powwow was competing with the Wyoming Powwow; Circle the Bluffs Powwow changed their date which should now bring in more people. The Tourism Board suggested tracking the zip codes to see how many visitors they have and to see where they are coming from. The Board was also concerned that most of the advertising was local; Brenda will contact them to see if they can reach out farther with their advertising. Moved by Dave to approve \$3,150 for state-wide brochures, advertising in Great Plains, save the date brochures and programs for the Powwow, seconded by Cher. All in favor, none opposed. Motion approved.

An update on the plaque at the Scotts Bluff County Fairgrounds was provided by Brenda and Lanna. Currently there is one large banner and metal signs on the doors. The banner and signs are seen by many, 80 to 100 events per year. Events include the fair, dog show, fiber art show. The banner is now outdated, Brenda will provide a new banner.

Discussed and considered entertainment assistance for the Next Young Professionals Wine and Beer Festival. Brenda spoke on behalf of the event that will be held on August 19<sup>th</sup>. Maximum attendance will be between 500-600 due to the alcohol being donated, not due to the capacity. Next Young Professionals are working on places to send people when they are at capacity and need to turn them away. They were needing additional money to increase their entertainment. The crowd attending this event will be local people, not out of town visitors. The Tourism Board decided to take no action.

Next meeting is June 14, 2017 at 1:15 p.m. in the North Commissioners Room.

Meeting adjourned by Kim Johns at 4:03 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, June 14, 2017

North Commissioners Room

1:15 p.m.

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

Board Members Present: Cher Maybee, Kim Johns, Lanna Hubbard, Shannon Brunner, Jeremiah Gardner.

Absent: Dan Morford and David Wolf

Others present: Bill Boyer, Brenda Leisy, and Kim Lang.

Moved by Lanna, seconded by Cher to approve the agenda, May 3, 2017 minutes, March 2017 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Discussed and considered Promotional Grant for KNEB Radio. Bill Boyer spoke on behalf of their Bill Engvall, Little River Bank, Nitty Gritty Dirt Band and Starship performances. In March City of Gering asked KNEB to help with performances at Five Rocks Amphitheater. Bill Engvall was their first event, it was held on Memorial Day Weekend. Visitors came from as far away as Denver, Ft. Collins, Greeley, Brush, and Eastern Nebraska. 2350 tickets scanned, 1400 were from our Panhandle. Great responses from Eastern Nebraska, Wyoming and Colorado. Needed to sell 2,200 to 2,300 tickets to break even. Little River Bank, Nitty Gritty Dirt Band and Starship will be held during Oregon Trail Days, July 15, 2017. Radio advertising will be marketed in Lexington, NE; York, NE; West Point, NE; Omaha, NE; Nebraska City, NE; Beatrice, NE; Sidney, NE; Chadron, NE; Cheyenne, WY; Laramie, WY; Torrington, WY; Wheatland, WY; Ft Collins CO, Brush CO. The Board discussed the dates of the performances. Memorial Weekend was good due to no other events at that time and hotel had vacancies; during Oregon Trail Days the hotels are already full. It was suggested to move the future events to a different weekend such as 4<sup>th</sup> of July or when no other events are occurring; advertising needs to reach out farther. One event is already over; it was suggested to give half the requested amount. Moved by Jeremiah to give \$3,250, half of the requested amount, seconded by Cher. All in favor, none opposed. Motion approved.

Discussed and considered request from Stan Kontogiannis with Boys Town. Brenda spoke on behalf of this request. This is Boy's Town 100<sup>th</sup> anniversary and Nebraska's 150<sup>th</sup>. They will be showing a Spencer Tracy Oscar winning movie at the Midwest. They would like \$300 to \$400 to serve beverages and hors d'oeuvres. Additional showings will also be in Grand Island, Omaha, Lincoln and Kearney. Discussion from the Board was this would be a local event; visitors would not be coming from outside this area and staying overnight to attend the event. Moved by Cher to deny the request, seconded by Lanna. All in favor, none opposed. Motion approved.

Brenda provided an update on the Travel Writers. They are within their budget. The May fishing trip was cancelled due to snow. When the Travel Writers arrived the tornado sirens sounded and the writers were taken to the basement of the Scotts Bluff County Administration Building. Dinner was delayed about an hour. When the writers departed on Tuesday evening everyone was thankful for keeping them in a safe place during the storm and said they had a wonderful time. Positive feedback was received from everyone.

Brenda provided an update on the Celtic Festival. The Ren Scots had a great time. The whiskey tasting and Pub Crawl went over very well. Next year this event could possibly triple in size and will need a larger venue.

Brenda provided an update on the Keno funds that will be used for Community Betterment Projects. This was approved by the Scotts Bluff County Commissioners in April 2017. Brenda will be requesting \$5,000 from these funds to cover expenses for the Eclipse. This money would be used for volunteer shirts, water, ice, and porta potties.

Brenda discussed needing help at the fair eclipse booth. Volunteers are needed hand out glasses and educate people about safety. These will be four hour shifts.

Next meeting is July 12, 2017 at 1:15 p.m. in the North Commissioners Room.

Meeting adjourned by Kim Johns at 3:25 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, July 12, 2017

North Commissioners Room

1:15 p.m.

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

Board Members Present: Cher Maybee, Kim Johns, Lanna Hubbard, Shannon Brunner, Jeremiah Gardner, Dan Morford and David Wolf. Absent: none

Others present: Karla Niedan-Streeks, Colleen Johnson, Brenda Leisy, and Kim Lang.

Moved by Lanna, seconded by Shannon to approve the agenda, June 14, 2017 minutes, April 2017 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Brenda discussed and considered annual budget for Platte Valley Attractions. Each year the budget is between \$10,000 to \$12,000. This year's budget is \$12,000. Next year we could possibly get a grant for the Circle Tour. We will need to print Chimney Rock rack cards and color books next year. New maps were completed this year. Moved by Dave to approve the \$12,000 budget, seconded by Cher. All in favor, none opposed. Motion approved.

Discussed and considered grant application for Old West Balloon Fest. Karla Niedan-Streeks spoke on behalf of the grant. State of Nebraska Capitol Improvement Funds were not released this year, should be available for 2018 events. Last year's estimated attendance for Saturday's morning launch was 5,000 people. An estimated 8,000 to 10,000 people attended the Balloon Glow on Sunday evening. A large portion of these people are from outside of Scotts Bluff County. The average visitor spends \$190.40 per day and the average stay at the hotels are 2 nights with an estimated economic impact of \$2,193,408 from our visitors. Moved by Shannon to approve the \$3,000 grant request, seconded by Cher. All in favor, none opposed. Motion approved.

Discussed and considered grant application for High Plains Riot. Jeremiah Gardner spoke on behalf of the event that will be held August 18th and August 19th. The previous four years was held in Mitchell. This will be the 2<sup>nd</sup> year to have the event at Weborgs. This year's event will include a poker run and the parking will be moved to the back of the building. He is expecting around 100 vehicles. The editor from Rat Rod will also be attending the event. Gary from the local radio station will be doing a live broadcast. He has formed a good foundation; next year will be his 7<sup>th</sup> year and is planning a big event. Moved by Lanna to approve the \$2,287.50

grant request, seconded by Dan. All in favor, none opposed. Motion approved. Jeremiah recused himself from the vote.

Brenda discussed volunteers are still needed for the eclipse and the fair booth. She will visit with County and City employees.

Brenda spoke on behalf of Western Nebraska Tourism Coalition Public Sector Voting. Brenda attends all meetings; will need a backup person. Kim Johns agreed to remain the backup person unless somebody else would be interested. Moved by Dave to keep Brenda as the primary and Kim Johns as the back-up person, seconded by Lanna. All in favor, none opposed. Motion approved.

Executive Committee – Dan said he would sign up wherever they were short.

Next meeting is August 9, 2017 at 1:15 p.m. in the North Commissioners Room.

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

Scotts Bluff Area Visitors Bureau

Wednesday, September 13, 2017

South Commissioners Room

1:15 p.m.

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

Board Members Present: Kim Johns, Lanna Hubbard, Shannon Brunner, Jeremiah Gardner, Dan Morford and David Wolf. Absent: Cher Maybee

Others present: Star Lehl, Tricia Mackie, Pam Peterson, Sherry Blaha, Mark Masterston, Karla Niedan-Streeks, Brenda Leisy, Kim Lang, and Russell Mills.

Moved by Dan, seconded by Shannon to approve the agenda, September 13, 2017.

Moved by David, seconded by Lanna to approve the July 12, 2017 minutes, May 2017 and June 2017 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Discussed and considered grant application for the Rebecca Winter Gravesite. Russell Mills spoke on behalf of the \$25,000 request. Currently City of Scottsbluff maintains the site; they will cease this due to their budget. The gravesite has become very run down and due to the poor signage visitors are unable to find the site and visitors are disappointed when they do arrive. Once the upgrades are completed a new State Historical Marker will be put up so visitors can locate the site. Anita's Greenscaping provided an estimate of \$30,328.16 to install soil to make a berm, add flagstone, mulch, and plant Ponderosa Pines, Burr Oaks, Honeylocust, Mt. Mahogany, ornamental grasses, perennials and deliver and install sod. An estimate of \$818.70 was given for grass seed. Tri-State Sprinkler System provided an estimate of \$7,400 to install a sprinkler system and drip for the landscaping. Other estimates were given for boring under the Beltline to get water to the site. Additional costs include a fence, picnic tables, and a pergola. The Board had concerns such as the cost of these improvements. Only one bid was received. It was suggested to get additional bids, get ideas from the public, visit with Annie Flock from City of Scottsbluff. Additional concerns were who would maintain this site in the future. Other suggestions were to make this low maintenance such as xeriscaping. The Board supports the improvement but will need further information. Moved by David to come back with an additional proposal and a long term plan, seconded by Dan. All in favor, none opposed. Motion approved.

Discussed and considered grant application for Oktoberfest 2017. Tricia Mackie spoke on behalf of the \$1666.63 request. This celebration of German Russian Heritage will be held on October 21, 2017. All tickets are pre-sale. An estimated \$3,000 from sales will be donated to the Legacy Museum. This will be the 3<sup>rd</sup> year

for this event. The first year was at the Scottsbluff Elks with 350 people in attendance. The second year it was moved to the Fairgrounds and had an attendance of 600 people. This year they are estimating 800 people will attend. Advertising reaches as far as Colorado Springs. A great deal of advertising is done in Northern Colorado due to the following of the music of Bob Smear. Calls have been received as far as Omaha Nebraska. It is estimated that 25% of the visitors will spend the night. Concerns from the Board are that some of the proceeds should be saved for seed money for the next year. Brenda will ask that they do additional advertising outside of this area. Moved by David to approve the \$1,666.63 grant request, seconded by Jeremiah. All in favor, none opposed. Motion approved. Lanna abstained from voting.

Discussed Nebraska Sports Coalition Membership. Brenda was contacted by Lynelle Fritzen of Kearney. They are reaching out to Nebraska to find out who would be interested in being part of the Nebraska Sports Coalition. Being part of this would create a presence at national sports oriented marketplaces/tradeshows. A website would be created and there would also be annual dues. This is in the early stages of discussion. The next show would be in Minnesota in 2018. Board concerns were the cost to belong and whether we would have two fees or one and if we could get sports events to come here.

Brenda gave a report on the 2017 Great American Eclipse. She thanked the Commissioners for their support. The County sent over 20 people to help with the event. 1,800 people attending the Legacy viewing site. County Keno money paid for the water and glasses. Many compliments were received from the visitors that there was no charge for the parking, water and glasses. Visitors made donations to the Legacy as a thank you for not being charged for this event. Several of the visitors mentioned they enjoyed our area and are planning a return trip. Agate had approximately 15,000 visitors; the beer garden had around 728 people attend.

Discussed and considered shirts for events. David mentioned he didn't have a Tourism shirt when he spoke at the Wildcats. The Board discussed everyone getting a shirt so that they had something to wear when they were at events. Brenda will bring information to the next meeting.

Discussed the date for the quarterly marketing meeting. The marketing meeting will follow the regular meeting scheduled on November 8<sup>th</sup>, 2017.

Star Lehl spoke to the Board about the Coen Brothers filming in Scotts Bluff County. She would like to do a BBQ for them and would like to apply for assistance. Due to this not being on the agenda or paperwork being completed, the Board was unable to proceed at this time. Brenda will get the paperwork sent to Star.

It was mentioned possibly adding "open comment" to our agenda.

Next meeting is October 11, 1:15 p.m. in the North Commissioners Room.

Meeting adjourned by Kim Johns at 3:25 p.m.





Scotts Bluff Area Visitors Bureau

Wednesday, October 11, 2017

North Commissioners Room

1:15 p.m.

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

Board Members Present: Kim Johns, Lanna Hubbard, Shannon Brunner, Jeremiah Gardner, Absent: Dan Morford, David Wolf and Cher Maybee.

Others present: Sherry Blaha, Mark Masterton, Karla Niedan-Streeks, Brenda Leisy, Kim Lang, Russell Mills, Brad Hamm, Jackson Hamm, Mike Reynolds, Daryl Wills, Crissy and Chad with Anita's Landscaping, Dan Thornton, and Jim Loveridge.

Moved by Lanna, seconded by Shannon to approve the October 11, 2017 agenda.

Moved by Shannon, seconded by Jeremiah to approve the September 13, 2017 minutes, July 2017 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Discussed and considered grant application for the Rebecca Winters Gravesite. Jim Loveridge presented the updated plan. The previous request was \$25,000; their new request is \$20,000. The State would not do a right away until a maintenance plan was in place. A three year plan is now in place. NRD will provide trees and the sprinkler cost was updated. Landscaping is now \$1,500 less. They will use free mulch from the City of Scottsbluff; the Church will install the mulch with the guidance of Anita's. Fall and spring clean-up will be provided by the church with Anita's crew supervising their work. Anita's will mow, prune and weed. Jim prefers someone with knowledge do the pruning and mowing. Planting buffalo grass will reduce the need for water and the mowing will be cut down to approximately three times per year. The Eagle Scouts would also be able to volunteer some hours. Crissy went over the proposed landscaping map. It was suggested that more rock be used, Anita's concern was that more chemical would need to be used due to the soil and weeds blowing in. Jeremiah mentioned that it is hard to say how many people are visiting this gravesite each year. Visitation season is approximately March to September. Crissy mentioned the local teachers take their kids there and visitors traveling the Mormon trail will stop at this gravesite. The Board agrees that updates need done but have a few concerns such as yearly maintenance cost, only one landscaping bid was received, the labor cost and that they have not reached out to others for additional funding and help in maintaining this site. It was suggested that they form a "Friends of the Rebecca Winters Gravesite", see what the community is willing to help with, contact Oregon Trail Community Foundation and Gering Keno. Sherry Blaha suggested possibly having Steve Fredericks do a story on the gravesite. Moved by Jeremiah to match 30% of their \$40,000, up to \$12,000 providing they match the funds and the work is completed and we will also provide a fall cleanup

from our the Detention Center detainee work crew, seconded by Shannon. All in favor, none opposed. Motion approved.

Received an update regarding Lake Minatare from Dan Thornton. The Lake Minatare campsite electrical hookups are needing to be upgraded. Currently \$130,000 is needed to complete the upgrade. At this time T28 funds will match all funds. Dan mentioned that the revenue and visitation was up this year and gets busier each year.

Mike Reynolds and Daryl Wills provided an update on the Father's Day Classic Car Show. This coming year will be the 20<sup>th</sup> year; each year the event continues to grow. 1,000 to 1,500 people walk through the car show each year. They had a big jump in participants and the crowd once the event was moved to Five Rocks. The local hotels are filled up and approximately 600 people attend the dinner. Each year they do a \$3,000 cruise for cash along with additional prizes, however the local club members are not allowed to win any prizes. With this being the 20<sup>th</sup> year, the prizes will be larger. A portion of the money that is raised from this event provides scholarships to high school graduates going into the auto field. Colorado people compliment how beautiful this area is and how friendly everyone is.

Due to three Board members not being present at this meeting, the t-shirt discussion and order will be moved to the next meeting.

The Strategic Planning Session was cancelled, not all board members were in attendance at this meeting. Brenda stressed how important it is that everyone be present. The survey that was previously completed will help prioritize timelines, budgets and will assist in creating the strategic plan for the upcoming years. The Friday following this meeting was the deadline to submit and new "brand/tagline". Currently the tagline is "Nebraska like you've never seen it". This does not represent Western Nebraska. It was moved by Lanna to add "Western" at the beginning of the sentence, seconded by Shannon. Brenda will send out an email stating the importance of this meeting and that everyone will need to be present.

Quarterly meeting will be held November 8<sup>th</sup> following the regular meeting.

Meeting adjourned by Kim Johns at 3:54 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, November 8, 2017

North Commissioners Room

1:15 p.m.

Meeting was called to order at 1:20 p.m. Jeremiah Gardner.

Board Members Present: Lanna Hubbard, Cher Maybee, Shannon Brunner, Jeremiah Gardner, Dave Wolf and Dan Morford. Absent: Kim Johns.

Others present: Sherry Blaha, Karla Niedan-Streeks, Brenda Leisy, Kim Lang, and Mark Masterton.

Moved by Lanna, seconded by Shannon to approve the October 11, 2017 agenda.

Moved by Cher, seconded by Lanna to approve the November 8, 2017 agenda with the addition of Balloon Federation of America right after #8. All in favor, none opposed. Motion approved.

Moved by Cher, seconded by Lanna to approve the October 11, 2017 minutes, August 2017 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Discussed and considered update on the Rebecca Winters Gravesite. Previous motion needed to be retracted due to additional questions, research such as land ownership, liability issues, safety, and maintenance. Jeremiah retracted his previous motion “to match 30% of their \$40,000, up to \$12,000 providing they match the funds and the work is completed and we will also provide a fall cleanup from our the Detention Center detainee work crew”, seconded by Cher. All in favor, none opposed. Motion approved.

Brenda spoke on behalf of the upcoming National Western Stock Show. The event will be held January 6th – 21st. People are needed to work the booth. This is a chance to promote our area. If you work two shifts we will get reimbursed. Hotel sign-up is available until December 6th. A shuttle from the hotel to the Stock Show is available.

Discussed getting the t-shirts ordered. Those present at the meeting provided their size.

Discussed and considered funds from the enhancement funds to assist with the Balloon Federation of America meeting. On behalf of Old West Balloon Fest, Colleen Johnson put in a bid to host the 2019 – 2021 US National Hot Air Balloon Championship here in Western Nebraska. They have made it to the 2nd round and now they will come here for a site inspection. This event will give our Old West Balloon Fest a boost. If awarded, our event will be moved to the weekend before or after Nationals. Fifty balloons will compete while they are here. We will go from twenty balloons to seventy balloons in this valley. This will be a big financial boost for this valley. A welcome dinner will be provided on Friday, December 1st, Saturday will be a tour of our valley. A request for \$15.00 per person was made to assist with the dinner. Moved by Lanna, seconded by Cher to approve the \$15.00 per meal not to exceed a total of \$500.00

Next meeting was scheduled for December 20th, 2017.

Marketing meeting started at 2:25 p.m.

Meeting adjourned by Dave Wolf 3:49 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, December 20, 2017

Gering Civic Center Board Center

1:15 p.m.

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

Board Members Present: Kim Johns, Cher Maybee, Jeremiah Gardner, Dave Wolf and Dan Morford. Absent: Shannon Brunner and Lanna Hubbard.

Others present: Brenda Leisy, Karla Niedan-Streeks, Kim Lang, Anthony Mason, Jody Lamp, Star Lehl.

Moved by David, seconded by Cher to approve the December 20, 2017 agenda.

Moved by Dan, seconded by Cher to approve the November 8, 2017 minutes, September 2017 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Discussed and considered Promotional Grant for American Doorstop project. Jody Lamp spoke about their Legacy Project 2019. Jody and Melody write to preserve historic stories, they tell the untold and forgotten stories. The Legacy Project 2019 will spotlight Western Nebraska and a documentary film about John A. Nerud whose homestead was Western Nebraska. John was one of America's most accomplished thoroughbred horse trainers. The documentary film will be completed by 2019. Discussion from Board, it is a great project. They questioned the return on investment for this our area. Data needed regarding where people are coming from. Moved by Dave to deny the \$15,000 grant request, seconded by Dan. All in favor, none opposed. Motion approved.

Discussed and considered Capital Improvement Grant for Riverside Discover Center. Anthony Mason spoke on behalf of the "New Zoo for You" campaign and the grant request in the amount of \$250,000 over the next five years. Anthony saw great potential in this zoo and the opportunity to educate and bring people here; he took over in January 2017. Nearly a year later they are better financially, created new events, new partnerships and new animals have arrived. This year there was a 3,000 increase in visitors. Zip codes are used to track where the visitors are coming from. The construction will take place over three phases with the total estimated cost of \$2,220,000. Old buildings will be replaced, the orphaned bears will have their new home in the center of the zoo, and additional indoor space will be added to keep up the visitation numbers in the winter months, out dated exhibits will be updated and new animals will arrive. City of Scottsbluff's financial agreement will expire in two years. After some discussion the Board would like Anthony to return to provide stats from the zip codes, how the Zoo is being marketed, what projects were completed with the last \$48,000 that Tourism gave and where is additional funding coming from. Moved by Jeremiah to invite Anthony to return with the requested information, seconded by Cher. All in favor, none opposed. Motion approved.

Brenda provided an update on Rebecca Winter Gravesite. Scotts Bluff County owns this land. If it is upgraded, more people will visit, this will be more of a liability to the County. Brenda, Mark Masterton and Sherry Blaha sat down with Russ Mills and Jim Loveridge from the church to discuss the options. The County will help move her gravesite to another location if the family agrees. Possible idea would be to recreate the gravesite and an informative display at the Legacy. Mark Masterton and Russ from the church will drive out to Utah to visit with Rebecca's family. If the family agrees to move her, the County will assist in the move. The church has stated they do not want the land, if she is not moved, the County will not support the gravesite.

Brenda provided an update on BFA National Hot Air Balloon Championship. A great team has been put together and a great presentation was made. The Old West Balloon Fest dates will change to August 17 – August 19 this year to get people use to the upcoming date changes in 2019, 2020 and 2021. This Championship will have a 1.3 to 1.6 million economic impact on this valley. Fun activities will be planned, the glow will remain at Five Rocks in Gering.

Jeremiah gave a marketing update. He spoke with Curtis Howard about putting together a package for marketing our area. Once it is ready Jeremiah will email the information to the Board for review.

Next meeting was scheduled for January 10, 2018.

Meeting adjourned by Kim Johns at 3:40 p.m.