

Scotts Bluff Area Visitors Bureau

Wednesday, January 10, 2018

North Commissioners Room

1:15 p.m.

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

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

Others present: Brenda Leisy, Karla Niedan-Streeks, Kim Lang, Anthony Mason, Jody Lamp, Joe Patterson, Amanda Gibbs, Geno Bolger.

Moved by Shannon, seconded by Jeremiah to approve the January 10, 2018 agenda. Motion approved.

Moved by Dan, seconded by Lanna to approve the December 20, 2017 minutes, October 2017 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Discussed and considered marketing funds for the Oregon California Trail Partnership Programs. Amanda Gibbs spoke on behalf of a new brochure and the \$1,500 request. This will be the 175th anniversary for the Oregon Trail and the 50th anniversary of the National Trails Act. This brochure will be distributed along the trails in 15 states. The Oregon Trail travels all through Nebraska and will bring people here. As they travel through our area they will eat and stay here. These trails are unique to the US and people come as far as Europe to travel these trails. The American Solar Challenge 2018 will follow the Oregon Trail which will generate interest in the trail. The Board discussed the current brochure "Lewis & Clark Trails"; it has never been seen around here or at the trade shows. Concerns on how the new brochure would be distributed and why the current brochure has never been seen or distributed around here. Travelers already research the trail on their own and make travel plans along the trail. Moved by Dave to deny request, seconded by Shannon. All in favor, none opposed. Motion approved.

Discussed and considered promotional grant for Legion Combat Sports. Geno Bolger spoke on behalf of the \$3,665 request. Martial Arts competition has been in our area since 2007. They were started so guys could work out. Fighters come from all over such as South Dakota, North Dakota, Nevada, Colorado, Florida and many additional states. Fighters arrive on Friday and will stay until Sunday. These fights are televised on pay per view. There have been 27 local fights in the surrounding area in Scottsbluff, Torrington and Mitchell which is now the home for these fights. Lighting and sound are important at each event; they make the show. The attendance in October was 18,000 people. Commercials and Facebook will help reach out farther to areas

like Cheyenne, Loveland, Ft. Collins, Kearney, Alliance and North Platte. The Tourism logo would be on the cage floor and the ring announcer announces the sponsorships. VIP's have lanyards that will also have the Tourism logo along with the posters that are used for advertisement. Ticket sales will be tracked on PayPal; 85% are pre-pay ticket sales. Staff will track the other 15% at the door. Many of the door sales are out of town people. The Board discussed that the receipts for advertisement need to be outside the 100-mile radius, not local advertisement. Moved by Lanna to approve the request of \$3,665.00, seconded by Dan. Five in favor, one nay. Motion approved.

Discussed and considered promotional Grant for American Doorstop project. Jody Lamp spoke about their Legacy Project 2019 and their request for \$15,000. The documentary film will spotlight John Nerud and his connection to thoroughbred horse racing. Fonner Park is the only place in Nebraska that has any information posted about John Nerud. American Doorstop would like to bring a "Life of John Nerud" display to the Legacy and do a Day of Proclamation here. The documentary film would be shown locally at the Midwest, Legacy, Chimney Rock and Ft. Robinson. Other viewing locations would be Omaha, Lincoln, New York Racing Association and the Kentucky Museum. The American Doorstop project is asking for help to put a brochure together. The Board discussed they could possibly assist in marketing when they are ready to promote our area with posters, flyers or a brochure. Moved by Dave to deny the request, seconded by Jeremiah. 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. They go through the AZA accreditation every five years. Some areas will need to be replaced prior to the next accreditation. Attendance was up in 2017 along with the months of November, December, and January. Currently they are seeking funds from additional 15 places with many verbal commitments. Letters have gone out in search of sponsorships for 2018. New events are being planned such as Octobear Fest. The Zoo is also trying to target a new audience and planning more evening events. Advertising with Spectrum to reach out to Goshen County, Cheyenne County with additional commercials. The bear's news has traveled as far as France, San Diego and Omaha. Three phases during this construction. Phase 1 will be the Two Brothers bear exhibit, phase 2 will be the Bear Bluffs Center, bathrooms and food service renovations, phase 3 will include renovations for the entry plaza, chimpanzee building and discovery center. The zoo is not self-sustaining. Currently they are receiving \$350,000 from City of Scottsbluff. The City agreement will be reviewed again in 2019. The zoo is looking for ways to increase revenue. Had a slight entrance fee increase, possibly adding small food carts, penny press, photo booths and renting out kayaks for the pond area. The Board discussed what kind of return on investment is being received for this money and that the bear project will increase attendance however the 5 year commitment is too long and Tourism funds are not to be used as continuous funding. They still need numbers on how the first \$250,000 increased attendance such as the number of birthday parties and activities that were held in the Heritage Barn. Moved by Dave to give \$35,000 for one year for capital improvements, in January 2019 Anthony will need to report statistics, how the funds were used and visitor totals, seconded by Lanna. All in favor, none opposed. Motion approved.

Brenda spoke on behalf of the \$12,000 Platte Valley Attractions Budget. Pad maps are already done, may need to print Circle Tour guides. Discussed the possibility of removing the PVA line item with the new budget year. Moved by Jeremiah to approve \$6,000, and review again in May or June to see where there are at that time, seconded by Dave. All in favor, none opposed. Motion approved.

Next meeting was scheduled for February 7, 2018 at the Gering Civic Center.

Meeting adjourned by Kim Johns at 4:55 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, February 14, 2018

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, Cher Maybee, Lanna Hubbard, Kim Johns, Dave Wolf. Absent: Dan Morford and Jeremiah Gardner

Others present: Brenda Leisy, Kim Lang, Sherry Blaha, Kristin Wiebe.

Moved by Cher, seconded by Lanna to approve the February 14, 2018 agenda. All in favor, none opposed. Motion approved.

Moved by Cher, seconded by David to approve the January 10, 2018 minutes, November 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 the Monument Marathon. Kristin Wiebe spoke on behalf of the \$13,352 marketing request. Marketing is done in Nebraska, Colorado, South Dakota, national publications and online. 2018 will be the 7th year for the Monument Marathon. 290 volunteers help with this event. Assistance has been received for 6 years from Scotts Bluff Area Visitors Bureau. Monument Marathons goal is to reach 1,000 runners and to try to increase boardings at the airport. The average runner spends \$225 in food and gas while in town. Only 62 cards were returned from our runners last year, 25% of the people mentioned Runner's World. The Board discussed needing statistics where runners are from. The 5K runners were local runners. The total number of runners is not increasing each year. Runners are not staying the night or visiting our attractions, they are heading home after they run. It was also questioned how far the Star Herald reaches out with advertising. This event is successful and would continue with or without Tourism funds. Tourism can't provide perpetual funding for an event. Moved by Lanna to give \$3,000 towards advertising in Runner's World, seconded by Dave. All in favor, none opposed. Motion approved.

Group Tour Marketing power point and conference call was presented by Michael Collins. Group tours are organized packaged tours. Groups can range from 5 to 55 passengers. The average age is 65 years old. The 2016 United States economic impact was \$228.23 billion. Over all industry impact in Nebraska was \$1.38 billion. These tours allow visitors to experience activities that are not normally available to the general traveler. Group operators take many things into consideration when choosing their destination. Those requirements include location, cleanliness, drop-off/pick-up points, activities, VIP experiences, special group

rates, lodging and dining. To make your destination group ready, you need to make sure you want to be part of the group tour market, have the financial ability to enter this market and enjoy working with large groups. It is important to be creative, make the group feel like celebrities and keep a positive attitude. This will inspire the visitors to come back to your area.

Brenda spoke on behalf of advertising in the annual motorcycle magazine. 30,000 copies will be printed. These are a free souvenir that will be distributed in the Black Hills of South Dakota. This is the official publication of the 2018 Sturgis Motorcycle Rally. A ½ page will cost \$900.00 and will be distributed Memorial Day week-end through the summer and fall. Moved by Dave to purchase the ½ page ad for \$900.00, seconded by Cher. All in favor, none opposed. Motion approved.

Brenda discussed year end Tourism internet report, there has been a large shift in the digital world.

Brenda presented Old West Balloon Fest pictures for the new pop-up display. Everyone voted on their top choice.

Next meeting was scheduled for March 14, 2018.

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

Scotts Bluff Area Visitors Bureau

Wednesday, March 14, 2018

North Commissioners Room

1:15 p.m.

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

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

Others present: Jina Red Nest, Jeff Kelley, Donna Thompson, Mathew Rhys, Jeff Sprock, Brenda Leisy, Karla Niedan-Streeks, Kim Lang, Sherry Blaha.

Moved by Cher, seconded by Shannon to approve the March 14, 2018 agenda. All in favor, none opposed. Motion approved.

Moved by Cher, seconded by Dave to approve the February 14, 2018 minutes, December 2017 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Sports Marketing Board Training was presented by Shauna Abbott on behalf of Youth Sports Tournaments. Six years ago Shauna's son was part of a traveling baseball team. The idea came about that the Regional Tournaments for 8 states could be held here. Biggest challenge in the process was the knowledge on how to proceed and the bid process. Shauna contacted Brenda for information regarding tourism activities around our County. During the bidding process, host families needed to be lined up, spent time working with hotels for special rates and reservations for coaches, welcome packets with information on local activities and coupons from businesses, worked with local printers. There is a huge market for Youth Tournaments here. Kids will play 1-2 games per day; families will visit our area in between the games. This is a large tourism opportunity. It is important to provide the travelers with hotel information, local tourism opportunities and make them feel at home. A few weekends ago over 312 wrestlers and their families spent 2 days in town. A suggestion was that possibly one welcome packet could be prepared and be used for all sporting events coming to our area.

Discussed and considered promotional grant for Western Nebraska Arts Center. Donna Thompson spoke on behalf of the ANAC Conference to be held June 20-23, 2018. Scottsbluff has not hosted this event for over 15 years. Artists from the 34 ANAC clubs consisting of over 650 people coming to our area. The clubs are responsible for bringing their art here. 300-500 pieces of art will be placed upstairs for judging. The traveling exhibits will be placed downstairs. The art will be installed and judged within a few short hours. The event

entails art exhibits, judging, workshops, a banquet and an awards ceremony. Workshops and exhibits are open to the public, the workshops will be offered at a good rate. The County will see an impact to our retail sales, lodging and restaurants. Marketing is everything. Moved by Shannon to give the requested amount of \$1,025.54, seconded by Jeremiah. All in favor, none opposed. Motion approved.

Discussed and considered promotional grant for the Scottsbluff Celtic Gathering. Mathew Rhys spoke on behalf of the event that will be held May 25-27, 2018. This will be the 2nd annual event. They already out grew their previous location, this year's event will be held at Five Rocks in Gering. The date has also changed to Memorial Day weekend. Last year's event had an attendance of round 2,000 people, this year they are expecting 3,000. Celtic Clans are from Colorado, Wyoming and Nebraska. They are charged \$25 per Clan to attend the event. Greeley Nebraska has the highest Celtic population. In Nebraska there are only a few Celtic events so people will travel to attend them. This event is being marketed by using Facebook, Scottsbluff Star-Herald and their partnering publications, KNEB and their partnering stations, rack cards, posters, and The Celtic Connection in the Denver area. This year's entertainment will include highland games, cricket demos, dancers, a blacksmith, The Ren Scots and The Killigans. Moved by Cher to approve the requested amount of \$5,150, seconded by Jeremiah. All in favor, none opposed. Motion approved.

Discussed and considered the promotional grant for the Circle the Bluffs Pow Pow. Jina Red Nest and Jeff Kelley spoke on behalf of the Pow Wow that will be held on June 9-10, 2018. Last year was a good Pow Wow with about 500 in attendance. 30 to 40 people attended the prayer walk. During the event the emcee explains the meaning of the dances to the audience. Advertising will be done through Scottsbluff Star-Herald, KNEP TV, internet, KNEB and Bluffs Broadcasting. The website and Facebook currently needs updated. More emphasis in these ads will be on the Scotts Bluff National Monument. During the Board's discussion it was mentioned that the event is not growing and that the advertisement is not reaching out far enough and not being advertised early enough. Only a few attendees are staying on the hotels. A solid marketing plan is needed. Specific details are needed as to where the funds are going and what the time frame is for their marketing ads. No motion was made regarding the promotional grant request. Brenda will relay this information.

Discussed and considered the Capitol Improvement grant for City of Mitchell. Jeff Sprock spoke on behalf of the \$8,288.06 request. This money would be used to improve the visibility at the three entrances at the Airfield Complex. This is home to three clubs, Platte Valley Dirt Riders Club, Mitchell Valley Trap Club and Platte Valley RC Club. Old West Balloon Fest and the BFA U.S. National Hot Air Balloon Championship will also use this airfield. Three lights and three 4x8 signs will be added to each entrance. The Board discussed that this is a County enhancement; possibly half of these funds could come from Scotts Bluff County Keno. Moved by Cher to provide half the requested funds, seconded by Jeremiah. All in favor, none opposed. Motion approved.

There was discussion on proceeding with the Tourism videos. Karla spoke on behalf of Gering Visitors Bureau; they would like to partner with Scotts Bluff Area Visitors Bureau on this project. Brenda, Jeremiah, Dave, Shannon and Karla will meet and bring their recommendations back to the Board.

Scotts Bluff Visitors Bureau Action Plan Draft was completed and forwarded to the Board on March 26, 2018 to review and for a vote. Yes votes were returned from Lanna Hubbard, Cher Maybee, Kim Johns, Shannon Brunner Dave Wolf and Dan Morford. The Action Plan was approved.

Next meeting was scheduled for April 11, 2018.

Meeting adjourned by Kim Johns at 3:45 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, April 11, 2018

North Commissioners Room

1:15 p.m.

Meeting was called to order at 1:25 p.m. by Kim Johns.

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

Others present: Jina Red Nest, Jeff Kelley, Brenda Leisy, Karla Niedan-Streeks, Kim Lang, Sherman Lenhart, Gary Landon, Kim Nielsen.

Moved by Lanna, seconded by Jeremiah to approve the April 11, 2018 agenda. All in favor, none opposed. Motion approved.

Moved by Shannon, seconded by Lanna to approve the March 14, minutes, January 2018 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Discussed and considered promotional grant for the Panhandle Rock and Gem Show. This event has continued for more than 15 years. Visitors come from Eastern Wyoming, Colorado, and a large portion from South Dakota. Radio and newspaper advertisements will be done in those states along with Nebraska. Last year they did a great job tracking where the visitors came from. Moved by Jeremiah to approve \$680.00 for advertisement, seconded by Lanna. All in favor, none opposed. Motion approved.

Discussed and considered promotional grant for Circle the Bluffs Pow Wow. Jina Red Nest and Jeff Kelley spoke on behalf of the Pow Wow. KNEB will re-do the commercial. Jina will contact Amy Long to update Facebook and the website. Print Express did some save the dates cards that were taken to South Dakota and Denver. Flyers and cards will be taken to the May Pow Wow. Contacting Lakota Times about doing an ad. Indian Country, Powwow.com and Native Sun News have free advertisement. Jeremiah offered to assist with the flyers and posters, he knows some designers that could help with the designing. Other suggestions were to make appearances at the other Pow Wows to distribute flyers, cards and posters and mail brochures. Moved by Jeremiah to approve \$1,000.00 to assist with designing, printing and distribution of flyers and posters providing everything is ready by May 1st, seconded by Lanna. All in favor, none opposed. Motion approved.

Brenda spoke on behalf of National Tourism Week. This year it will be May 6th-12th. The Proclamation Ceremony will be at Western Nebraska Regional Airport. Wednesday, May 9th is Tourism thank you luncheon. Wear red in support of Tourism. Thursday KNEB will do a live remote from Gering Civic Center for their 25th Anniversary.

Discussed and considered budget for FAM Operator Tour. FAM attendees will be in Gering May 2nd and May 3rd. We roll out the red carpet, they will do things that normally other people don't get to do. Monument Inn will provide the s'mores. Moved by Shannon to approve \$1,615.00, seconded by Lanna. All in favor, none opposed. Motion approved.

Discussed and considered promotional grant for Robidoux Quick and Dirty. Brenda spoke on behalf of the event that will be held on May 19th. This is the 3rd year for the event. Riders stay overnight for this event. Advertisement has been sent to over 250 bicycle shops in Wyoming, Nebraska, Kansas and Colorado. Additional advertisement with over 20,000 ad impressions, 4 Facebook posts, advertisement with 303Cycling.com and 1,500 glossy flyers. They are looking for volunteers with assist with their 2nd aid station. Moved by Jeremiah to approve \$277.35, moved by Shannon. All in favor, none opposed. Motion approved.

Next meeting was scheduled for May 9, 2018. The meeting will be held in the Civic Center Board Room following the Tourism Luncheon.

Meeting adjourned by Kim Johns at 3:10 p.m.

Scotts Bluff Area Visitors Bureau

Wednesday, May 9, 2018

Gering Civic Center Board Room

1:15 p.m.

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

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

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

One change made to the agenda, Good Sam RV Travel & Savings Guide was added after # 8. Moved by Dave, seconded by Lanna to approve the May 9th agenda with this change. All in favor, none opposed. Motion approved.

Moved by Dan, seconded by Dave to approve the April 11, 2018 minutes, February 2018 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

Board training session on Convention Market was presented by Karla Niedan-Streeks. Business tourism refers to conventions, meetings and exhibitors. These people will have a higher travel expenses. Now days the convention times are shorter with less leisure time. The return on conferences and meetings can easily be tracked to show the direct return. Gering hosts 6 to 8 state and regional conventions/meetings per year; average size group is 300 with a stay of 2.5 days; 3 to 5 small conventions/meetings with average size of 125 with a stay of 1.5 days. Largest convention was the National Red Angus Conventions, 750 people attended. The investment is a long term investment. It takes about 2 years to build the relationship them, another 2 to 3 years to start the rotation here. Best advertisement is "word of mouth". We offer affordably, scenery and things to do.

Discussed and considered promotional grant for High Plains Riot. Jeremiah Gardner spoke on behalf of the event that will be held August 24th and 25th. This will be the 7th year and will include lots of changes. The crew from Rat Rod Magazine will be here to cover the show. This will be the 3 publication with this national exposure. One of the biggest build offs. 30 builders along with a crew of 2 or 3 per builder. Events include mini bike drag race, car show, and bbq with concert. Moved by Dan to approve the \$7,893.00 request, seconded by Cher. All in favor, none opposed. Motioned approved. Jeremiah abstained from vote.

Discussed and considered June Travel Writers budget. Brenda spoke on behalf of the group. This will be a small group of 8 to 9 on June 11th. They will do lunch at the Emporium and visit the Scotts Bluff National Monument. The group will then head to Chadron. This budget request will cover their lunch; there is no cost to visit the Monument. Next year the group will stay longer. During this visit we will focus on what is most important. Quality over quantity. These writers write for creditable publications. Moved by Lanna to approved lunches at the Emporium, seconded by Jeremiah. All in favor, none opposed. Motion approved.

Brenda spoke on behalf of Good Sam RV Travel. Representatives stopped by the office to present Good Sam RV Travel. Advertising focuses on the campsites, not the local attractions; this may not yield as many visitors. A link would be listed so that they could see our local attractions. No motion was made. Brenda will call to get additional information.

Next meeting was scheduled for June 13, 2018.

Meeting adjourned by Kim Johns at 2:41 p.m.

Scotts Bluff Area Visitors Bureau

North Commissioner's Room

Wednesday, June 20, 2018

1:15 p.m.

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

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

Others present: Brenda Leisy, Colleen Johnson, Bill Boyer, Kim Lang.

Moved by Cher, seconded by Jeremiah to approve the June 20, 2018 agenda. All in favor, none opposed. Motion approved.

Moved by Cher, seconded by Lanna to approve the May 9, 2018 minutes, March 2018 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered promotional grant for KNEB. Bill Boyer spoke on behalf of the promotion. KNEB will be promoting the OTD concert Josh Turner and the Fair concert KANSAS this year. Bill visited with Brenda about a way to help promote Tourism and market this area at these concerts. Each concert will have large video screens. KNEB would create a 4 to 5 minute video that would focus on events in Scotts Bluff County such as Old West Balloon Fest, The Legacy, Wildcat Hills, and the Monument. These videos would show twice at each concert. The video would then be given to Brenda/ Scotts Bluff Area Visitors Bureau to use. The Scotts Bluff Area Visitors Bureau logo would also be displayed on these big screens. Marketing will be done in the Front Range, Denver, Ft. Collins, Rapid City, and Kearney. Max capacity at Five Rocks is 3,700 people, 2,700 tickets have been sold so far; and the capacity at the Fair is 6,400 people, 1,400 tickets have been sold so far. Last year's OTD concert brought in people from 37 states. Last year's concert presented a video that was strictly about Gering with Mayor Kaufman as the narrator. The Board agreed the video is a great idea however they are already working on one with another individual. Our video would not be done in time for OTD, possibly could be done by County Fair time and could purchase a spot to show the video. The Board would like a detailed breakdown on the application. For the OTD concert, most people are staying with family. Brenda will ask Bill Boyer for a breakdown of the numbers. That information will be sent to the Board for a vote.

The Grant Committee met 6/26/18 to review the updated KNEB Sponsorship for the Summer Concert Series. Present at the Grant Committee Meeting was Dave Wolf, Karla Niedan-Streeks and Brenda Leisy.

In conclusion, it is the recommendation of the grant committee members to approve the grant request in the amount of \$9,975.00.

This grant information was emailed to the Board on 6/26/18. Votes were returned by email, 5-yes votes, 2-no votes. This recommendation has been passed.

Discussed and considered sponsorship/enhancement for Old West Balloon Fest. Colleen Johnson spoke on behalf of the Old West Balloon Fest. A series of posters will be created over the next four years. Two versions will be done. One version will be for sale the other will be for businesses to display as advertisement for the event. All sponsors will be listed on these posters. Total request is for \$10,000 over a four year span. Contract should state the payment would be made on July 1st of each year. Moved by Jeremiah to approve the request of \$2,500 each year for the next four years, seconded by Cher. All in favor, none opposed. Motion approved.

Jeremiah Gardner spoke on behalf of the video project with Curtis Howard. It has been hard to get everyone together. We will not have a video ready for Oregon Trail Days.

Brenda spoke on behalf of the Solar Car Challenge that will be here the evening of July 15th. Last year we provided them a meal when they arrived. We were the only people to provide a meal during their travels. The kids were very excited and thankful. They don't ask for a meal, this is a great way to welcome them to our area. Our cost would be approximately \$500. Moved by Jeremiah to approve the request of \$500, seconded by Lanna. All in favor, none opposed. Motion approved.

Next meeting was scheduled for July 11, 2018

Meeting adjourned by Kim Johns at 3:17 p.m.

Scotts Bluff Area Visitors Bureau

Communications Board Room

Wednesday, July 11, 2018

1:15 p.m.

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

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

Others present: Brenda Leisy, Amanda Gibbs, Kim Lang, Steve Frederick, Kayla the Centennial Coordinator for the Scotts Bluff National Monument and Karla Niedan-Strecks.

July 11, 2018 agenda had one addition. Steve Frederick was added after #6. Moved by Dan, seconded by Lanna to approve the July 11, 2018 agenda with this addition. All in favor, none opposed. Motion approved.

Moved by Dave, seconded by Lanna to approve the June 20, 2018 minutes, April 2018 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered Promotional Grant for Oregon Trail Wagon Train at the Legacy of the Plains. Amanda Gibbs spoke on behalf of this event that will be held on August 25, 2018. This will be a re-enactment of Gordon Howards that was previously in Bayard. This event will pull visitors in from Eastern Wyoming, Front Range Colorado and Central Nebraska. Under the night sky visitors will enjoy a rib-eye steaks cooked over an open flame, music by the Torrington Fiddlers and dessert. After the dinner there will be a concert by Chancey Williams and the Younger Brothers Band along with a beer garden for adults. Tickets are \$60 for Dinner & Concert, \$45 for Chuck Wagon Dinner, \$20 for concert only. Tickets are selling fast. Tourism is unable to assist with tickets; they have already been printed without the Tourism logo, unable to pay for postage. The financial information was reviewed and recalculated. Moved by Jeremiah to approve \$3905, seconded by Dave. All in favor, none opposed.

Steve Frederick spoke about our greatest asset here; our nature and land. We have so much to offer such as bighorn sheep, antelope, herons, eagles, burrowing owls, horned owls, geese, pelicans and cranes. The cranes can be found at Little Lake Alice. The greatest wild life photos can be taken in the winter and spring. We need to reach out to the land owners about opening their gates and allowing us to step onto their property

for these wildlife photos. Waivers could be signed when entering these properties. People are looking for a guided tour. Need to establish program so visitors and “book” their experience. Possibly create a calendar of events on the website that would coincide with our wildlife. Could also piggyback these events with tourism events in our town. Could have narrated tours, provide maps of the land and mark the trails. Steve mentioned he would be willing to do a few small guided tours. There is a need to find land and sight-seeing tours and get a group together to assist; suggested names were Hod Kosman, Rick Meyers, Dave Wolf, Dan Morford, Steve Federick, Karla Niedan-Streek, Brenda Leisy, Amber Shields, Ethan Kerk and Todd Nordeen.

Brenda spoke on behalf of the Travel Writers that will be here August 8th and August 9th. These two Travel Writers are here to write about Nebraska. With the previous company, the groups were much larger, with approximately 20-30 people. With this new company the groups have been smaller but will grow in the future. Takes time to plan each tour. At this time the return on investment is not very good. The whole state agrees this is not working well and has voiced their concern. Turner is to follow-up on their writers, it was suggested that the Tourism Board also does their own tracking.

Brenda also discussed that due to a new state requirement, an additional Tourism fund would be added. This will not change the budget.

Discussed and considered Committees.

Grant – Dave, Karla, Shannon

Executive – Kim, Dan, Dave

Budget – Kim, Lanna,

Marketing – Jeremiah, Shannon, Cher

Next meeting was scheduled for August 8, 2018 in the North Commissioners Room.

Meeting adjourned by Kim Johns at 3:14 p.m.

Scotts Bluff Area Visitors Bureau

Communications Board Room

Wednesday, August 8, 2018

1:15 p.m.

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

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

Others present: Brenda Leisy, Kim Lang.

August 8, 2018 agenda had one addition. PVA Budget was added after #6. Moved by Lanna, seconded by Dave to approve the August 8, 2018 agenda with this addition. All in favor, none opposed. Motion approved.

Moved by Dave, seconded by Jeremiah to approve the July 11, 2018 minutes, May 2018 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Jeremiah gave an update on the video project. Brenda, Karla, Jeremiah attended the meeting. Three segments will be done. They will be 30 seconds to 3 minutes. Will focus on our natural beauty, history, entertainment, annual events, sports, hunting events and outdoor experiences. The first video will be completed by the beginning of the year. Videos will emphasize on making this a destination, "Your destination". Video will have stills, shorts and longs. Will be a high quality production with current footage. Weborgs and the Civic Center will be showcased as a place for retreats and conferences. Jeremiah will email the cost per segment to the Board.

Brenda spoke about the PVA budget. In March the \$6,000 PVA budget was approved. Coloring books needed to be reprinted however, the cost has increased. Print Express will charge \$500 for the coloring book file if we want to take it elsewhere to print. Working with Jessie Cozad and Print Broker to scan and print the coloring books. This reprint came out of this year's budget. \$2,500 is now remaining in the budget. This is not enough to print additional copies of the Circle Tours. Great informational brochure however the printing costs have risen and there is no idea what the return is on these brochures. There are enough copies left to last until spring. Due to the high cost at Print Express and no grants this year, other options will be looked at for re-printing this spring. Maybe refresh the brochure with new photos and updated articles. It was suggested we get quotes with the Star-Herald and Cornhusker Express. Possibly change the size to allow for cheaper postage and easier mailing and add a digital copy on the website. Scotts Bluff County Keno funds and possibly a grant will be available in the spring to assist with printing expenses. Since we own the file Cher will visit with Print Express about releasing it with all exclusive

rights. Moved by Jeremiah to have Cher visit with Print Express about getting the file released with all exclusive rights, seconded by Lanna. All in favor, none opposed. Motion approved.

Brenda discussed the Strategic Planning meeting and fall marketing meeting. October 10th will be the Strategic planning follow-up meeting. Will be reviewing what has been done and what training has been completed. November 14th will be the fall marketing meeting. The public is invited. It was suggested to invite Steve Frederick to lead the meeting. The regular meeting will be at 3:00 p.m. with the fall marketing meeting 4:00 p.m. Both meetings will be held at the Legacy.

Brenda discussed In-kind match for grants and guidelines. Discussion included what is in-kind match vs. cash match. Current forms and wording was reviewed to see if clarification is needed. It was suggested that Brenda could look at applications from other Counties and look at the sponsorship guidelines. The research will be done and moved to the next month.

Brenda mentioned giving a Nebraska shirt as the Old West Balloon Fest pilot gift.

Next meeting was scheduled for September 12, 2018 in the North Commissioners Room.

Meeting adjourned by Kim Johns at 3:11 p.m.

Scotts Bluff Area Visitors Bureau

North Commissioner Room

Wednesday, September 12, 2018

1:15 p.m.

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

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

Others present: Bob Nemnich, Bobbie Youel, Anthony Mason, Karla Niedan-Streeks, Brenda Leisy, Kim Lang.

Moved by Cher, seconded by Jeremiah to approve the September 12, 2018 agenda. All in favor, none opposed.
Motion approved.

Moved by Dan, seconded by Cher to approve the August 8, 2018 agenda, June 2018 lodging tax report, financial reports, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Bob Nemnich and Bobbie Youel spoke on behalf of the \$5,700 sponsorship for the Carpenter Center Tumbling Pavilion. Tumbling competitions in Nebraska are too far away to attend so the kids travel to Colorado to compete. Currently there are approximately 40 kids in this competition. The Carpenter Center asked if they could host a Colorado State Competition Meet which will be held on April 6, 2019. This facility would be too small to host this large event so they will rent WNCC and have Fairfield be the host hotel for the event. The Colorado State Board will pay the \$1,500.00 fee to rent the college. Prior to getting approval to have the completion here, the Carpenter Center will need to secure the equipment needed for the event. The rental cost is \$5,700. Seventy-five families will arrive Friday night to start the early Saturday morning competition. They will "Play and Stay". The State of Colorado is in charge of the concession and t-shirt sales; any money collected goes to Colorado State. The event is free to the public. The Carpenter Center host regular meets at their facility; they have a great relationship with Colorado. The Board thought this was a great opportunity for our area and has great potential. Tourism will provide welcome packets to the families and will need to be listed as the heading sponsor. They would like a count of how many families stay overnight and the tourism logo will need to be put on all printed material. The Carpenter Center will need to look for additional contributors and possibly purchasing equipment for future state competitions. Moved by Jeremiah to approve \$3,000, seconded by Shannon. All in favor, none opposed. Motion approved.

Anthony Mason spoke on behalf of the Riverside Discovery Center Capital Improvement Grant. Currently work is being done on Phase 1. This bear exhibit will have the World's only water tower, tug-of war and will be one of the largest bear exhibits in an AZA institution. When the project is completed drone footage will target the Cheyenne

area. This grant request is for \$75,000. Out of that money \$5,000 would go towards the updates needed in the gift shop; \$5,000 would go towards a mobile concession stand. The Board discussed concerns regarding the zoo. A few years ago Tourism gave \$65,000 to the zoo; in 2017 they gave \$35,000. There has not been substantial growth in the visitors from outside the County over the last few years. Some cages are empty; maybe add signs to the cages informing the visitors what is “coming soon”. The cost of the water tower is high; it appears everything is being put on these bears. It was questioned if people will travel to see these bears; will this bring in visitors from outside this area. A marketing plan is needed to sell these bears. The Board would like to see a feasibility study done. The grant request was denied by the Board.

Cher spoke on behalf of the Circle Tour brochures. Several calls to Omaha, they are hard to get a hold of. Star-Herald gave a cost to produce it as it is now. To print it in the same format as “Out Yonder” there will be a set-up fee.

Brenda spoke on behalf of UMCVB. This training confirmed printed materials are still important. Brenda and Karla both feel that they are doing a great job here and are very well prepared for all their events.

Next meeting was scheduled for October 10, 2018 in the North Commissioners Room. This is the Strategic Plan follow-up meeting.

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

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, November 14, 2018

1:15 p.m.

Meeting was called to order at 1:25 p.m. by Kim Johns.

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

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

Two additions to the agenda after number 10. Moved by Cher, seconded by Shannon to approve the November 14, 2018 agenda with the new additions. All in favor, none opposed. Motion approved.

Moved by Cher, seconded by Jeremiah to approve the October 10, 2018, August 2018 lodging tax report, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered The Oregon California Trails Nebraska Auto Tour Program. Brenda spoke on behalf of the tour guide. This is very similar to the Circle Tour. Discussion from the Board was the Oregon Trail is being promoted by the Scotts Bluff National Monument with their birthday celebration. The Oregon Trail doesn't need much marketing; these people are already planning to come here. Moved by Cher not to approve the request, seconded by Jeremiah. All in favor, none opposed. Motion approved.

Discussed and considered Journey Magazine scholarship. Brenda spoke on behalf of the scholarship. Years ago Steve had an idea to set money aside to assist with training. The \$800 has been budgeted but not used. Brenda mentioned ad sales are down, with the Travel Guide being the most popular for Western Nebraska we could encouraged our local businesses to advertise by offering them a scholarship. Great opportunity for our local businesses to advertise to our visitors. This guide is published every January. Will need to write up the criteria and what scholarships are available. This will be rolled out during Tourism Week. Moved by Shannon to proceed with the Journey Magazine Scholarship, seconded by Jeremiah. All in favor, none opposed. Motion approved.

Discussed and considered sponsorship with the Western Nebraska Pioneer Baseball Club. Brenda spoke on behalf of the Pioneer Baseball Club. The baseball field does not have a Tourism Logo on display; we are the welcoming committee to our visitors. Scotts Bluff County Visitors Bureau and Gering Visitors Bureau need to be represented. 12 - 16% of the visitors are from outside this area. While they are here they stay at our hotels and tour our area. Each game averages around 910 people. Several different package options are available. The Board discussed having a yearly budget already in place and possibly not locking into a three year commitment. Brenda will visit with Western Nebraska Pioneers regarding the three year commitment and will report back at the December meeting.

Brenda provided an update on the Rebecca Winters gravesite. Rebecca's family wrote a letter and they want her moved to a safer place. A group was put together to assist with this project and to do a cost analysis; Brenda Leisy, Mark Masterton, Amanda Gibbs, Rick Meyers, Jim Loveridge and Tammy Lutz. County Keno will be providing \$3,000. Tourism is unable to help with the move but could assist with a marker.

Discussed and considered changes to the current grant application. The Board discussed the revised fact sheet. One suggestion was time issues with people applying. Maybe adding to the application that it needs to be received 60 days prior to the event on #10. Also include a fact sheet. Brenda will create fact sheet and email to Shannon, Dave and Karla. Moved by Dave to approve the revised application, seconded by Cher. All in favor, none opposed. Motion approved.

Karla spoke about Motor Coach Travel. There has been a tremendous increase in Motor Coach Travel. Currently five new Motor Coaches are scheduled to come this way. The Gering Visitors Bureau has joined the American Bus Association. Motor Coach Operators will be exposed to Western Nebraska. Brenda and Karla will go to Omaha in 2020 to do some intense selling. 1,200 – 1,900 Operators will be present. Brenda and Karla will have to request to see them. Patience and commitment is needed to see a return. Printing for these group ads is needed; Brenda currently has a line item to assist with this.

Jeremiah sent a video breakdown to the Board to review. The first video will not be ready by the first of the year.

Brenda gave an update on the Circle Tour. The file has been opened and will need to have Allen and Cher review it to make sure everything looks ok. PVA needs to approve. The grant has been re-opened and is due in December. The application needs completed, with this application the print count could be doubled.

Dan mentioned the remodel is starting at the Monument. December 12th there will be a groundbreaking and the logo will be revealed.

Discussed and considered NACO conference. Brenda will go set up and attend the conference on December 12th. She needs coverage on December 13th from noon to 5:00 p.m. and to do the giveaway. Jeremiah and Shannon were going to check their calendars and get back to Brenda if either one was available to go. Due to the conference being on December 12th, the next Tourism meeting was moved to Civic Center Board Room on December 5th at 1:30 p.m.

Next meeting was scheduled for December 5, 2018 at the Civic Center. The regular meeting will be at 1:15 p.m. with the Marketing Meeting to follow at 3:00 p.m.

Meeting adjourned by Kim Johns at 2:57 p.m.

12/6/18 – Brenda emailed the Board the updated Sponsorship quote from Chuck/Western Nebraska Pioneers Baseball Club. The cost will be \$5,000.00 for the one year commitment.

- Sponsorship of the “Expedition League Out of Town Scoreboard” in-park, to be read a minimum of twice per game over the public address system.
- One panel on the 2019 Pioneers pocket schedule – regional reach and we print 50,000 of these.
- One full-page ad in the 2019 Pioneers souvenir program – given to fans as they enter the ballpark, allows you to go more into detail on who you are and what you do.
- Sponsorship of the “Guess the Attendance” contest each game, with a prize to be given away to the winner during the 8th inning of each game. Prize to be provided by you – can be anything, really. Hat, coupons for someone’s business, totally up to you.
- :30 second static or video ad on each of our Stretch Internet live streaming games. We video broadcast each game live through Stretch Internet to people all over the country – player families, fans of the schools our players go to, local and regional fans. This is a great chance to promote Scotts Bluff County to a wide audience.
- Tabling opportunities at as many games as you like.

The Board voted by email; yes votes were received from Jeremiah, Kim, Cher, Dan, Dave and Lanna. None opposed. Sponsorship was approved by an email vote.

Scotts Bluff Area Visitors Bureau

Quarterly Marketing Meeting

Legacy of the Plains Museum

Wednesday, November 14, 2018

3:00 p.m.

Present at the meeting Steve, Cher, Dave, Jeremiah, Kim, Dan, Dave, Shannon, Brenda, Kim, Sherry, Irene North, Angela Kembel, Todd Holcomb.

Steve mentioned that great ideas come from these meetings. Examples were the Robidoux Quick and Dirty bike race and Celtic Festival. These meetings are a great time to do some strategic planning.

The big topic was the PRBE Lands.

Steve Fredericks mentioned that from Stegall to Buffalo Gap people could hike and camp. Signs are needed so people know where they can hike and camp and where they can go horseback riding.

People want to hike and camp but are unsure where they can go and are afraid to venture out on their own. Steve mentioned setting up some tours so people don't have to hike alone.

Steve suggested in the spring doing 6 weekends of hiking. Could post on Facebook where to meet, how long of a hike and where they are hiking.

Other suggestions were the need for trails; contacting Hod to come to the meetings to visit with him regarding the PREB lands.

Using posts that are painted white would help people stay on the trail. Possibly the posts could be donated and high schools could assist on their senior day.

Jeremiah mentioned incorporating Rat Rods with the Legacy. People that come to the High Plains Riot love this area.

Jeremiah also mentioned the need for a big event center where we can have family event and concerts. Possible locations could be at the Fairgrounds or visiting with Steve about public land is available.

A multi-purpose event center could also host other sports events.

Karla had mentioned the lack of volunteers especially the young people. Need to find a way to make a connection with those who would like to volunteers but do not know who is in need of volunteers. Possibly a "Volunteer" Facebook page.

Lots of history in Scottsbluff and Gering. Possibly putting signs on the buildings to tell the history of the building.

A few other thoughts and suggestions were making the wagon train a yearly event. Printing detailed hiking maps with screen shots of the land. Maps are available on the NRD site.

The quarterly meeting ended at 4:12 p.m.

