

Scotts Bluff Area Visitors Bureau

North Commissioners Room

Wednesday, January 9, 2019

1:15 p.m.

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

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

Others Present: Charlie Knapper, Karla Niedan-Strecks Brenda Leisy, Kim Lang.

One addition to the agenda added after number 5. Moved by Lanna, seconded by Shannon to approve the January 9, 2019 agenda with the new addition. All in favor, none opposed. Motion approved.

Moved by Dave, seconded by Lanna to approve the November 14, 2018 minutes, October 2018 lodging tax report, claims, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Brenda spoke on behalf of Tour de Nebraska. Charlie Schilling contacted Brenda and Karla to take the lead while the group is here in our area. They need someone to coordinate the porta potties, food, first aid, volunteers and transportation. There will a meeting in February that will provide additional information. Brenda is asking for \$300.00 from enhancement to assist with lunch for the emergency personal and volunteers. Moved by Cher, seconded by Dan to approve the \$300.00. All in favor, none opposed. Motion approved.

Discussed and considered Dan Morford's position on the Board. Dan spoke regarding his position. He mentioned he should not be voting on money where the Monument could benefit. He will need to disclose he is on the Tourism Board and has to deal with financials on this Board. He will ask for a waiver. At this time his involvement with this Board would be limited. Per the Tourism by-laws, the Superintendent of the Monument is to be part of the Tourism Board. If the Superintendent is unable to fill this position, the by-laws will need changed. Brenda will email the Board terms to everyone.

Discussed and considered proposal for Sheep Creek Films. Jeremiah spoke on behalf of the videos. The videos will be done in 3 phases. The first on will focus on nature and natural beauty. Footage will be produced

with high level drones and will have modern music. The second phase will be on entertainment such as the fair, Old West Balloon Fest, car shows, OT Days. We can give him a list of what we want so that he can get the footage; Jeremiah will communicate with him. This is time sensitive as these events are coming up. The third will focus on the outdoor activities such as hunting and fishing. Once completed, the videos and shorts will be used on Facebook, twitter, Instagram, Tourism website, music concerts, hotel lobbies, advertising in the Front Range and travel conferences. Karla will also be contributing funds. Possibly some funds will be available from Keno. Marketing grants are also available this year. We are purchasing footage to use. Concerns and questions about additional costs in the future on these videos for the multiple applications. The total high end cost could be \$23,000. Moved by to approve \$8,000 to fund the first and second packages (nature and natural beauty and entertainment), seconded by Jeremiah. All in favor, none opposed. Motion approved.

Discussed and considered additions to the grant for the Travel Writer expenses. Brenda spoke about the expenses. This has been funded in the past but had no limitations. Dave, Karla and Brenda met to discuss some guidelines. It was purposed 2 rooms, 2 nights per publication; 3 meals with receipts; attraction fees reimbursed with receipts. Moved by Lanna to approve these guidelines, seconded by Dave. All in favor, none opposed. Motion approved.

Discussed and considered the Public Voting Sector for WNTC. Brenda spoke on behalf of the voting. We are the vote for the Public Sector and Karla is the vote for the Private Sector. We need to have one person to vote and one person as the alternate. It was agreed Brenda will be the primary vote, if unable; Kim Johns will be the alternate vote. They meet every other month from September to May. Moved by Dan to approve Brenda and Kim to vote, seconded by Lanna. All in favor, none opposed. Motion approved.

Brenda provided an update on the Circle Tours. She met with Casey from the Star-Herald. PVA has money to complete the printing. The grant was completed but it could be tough to get money this year.

Other updates from Brenda; she had applied for two grants and will be heading to Plano Texas for a hot air balloon symposium. Star-Herald will also be producing a coffee table book about the Monument Centennial.

Next meeting was scheduled for February 13, 2019 @ 1:15 p.m. in the North Commissioners Room.

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

Scotts Bluff Area Visitors Bureau

North Commissioners Room

Wednesday, February 13, 2019

1:15 p.m.

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

Board Members Present: Dave Wolf, Shannon Brunner, Jeremiah Gardner, Kim Johns, Lanna Hubbard.

Absent: Cher Maybee, Dan Morford.

Others Present: Kay Grote, Charlie Knapper, Brenda Leisy (by phone), Kim Lang.

One addition to the agenda, additional discussion regarding Tourism video added to number 7. Moved by Lanna, seconded by Dave to approve the February 13, 2019 agenda with the addition. All in favor, none opposed. Motion approved.

Moved by Lanna, seconded by Dave to approve the January 9, 2019 minutes, correspondence and Tourism Director Report. All in favor, none opposed. Motion approved. Next month the lodging tax report and claims will be presented for approval.

No additional claims.

Discussed and considered grant application for Summit to Summit Run/Walk. Kay Grote spoke on behalf of the Summit to Summit and their \$2,738.64 grant request. This is their 11th annual event. Last year they had 340 registered; due to the poor weather approximately 218 completed the run/walk. This year a team division was added. For many participants this is training for the Monument Marathon. Facebook ads will target the runners/walkers along with a Front Range ad. They are also working with National Park Service to coordinate and promote Summit to Summit as part of the Centennial celebration commemorating the 100th anniversary of the Scotts Bluff National Monument. Board discussed the Tourism Logo needs to be on printed material, the number of people staying in hotels and several expenses are not allowable. Moved by Jeremiah to approve \$700.00 of allowable expenses, seconded by Lanna. All in favor, none opposed.

Discussed marketing ideas for the Scotts Bluff Area Visitors Bureau video and Gering CVB proceeding with their own video. Jeremiah and Brenda spoke on behalf the videos. Jeremiah and Brenda met to discuss the 1st video. Jeremiah reached out to Curtis regarding the video, later that day he received an email from Karla stating that due to timing issues Gering CVB had contacted Curtis to proceed with their own video. Jeremiah spoke with Curtis in length regarding this situation. Curtis didn't know that Scotts Bluff Area Visitors Bureau

was proceeding with their videos. The Board discussed their concerns that Karla attended several meetings and never mentioned that her Board voted to proceed with their own video. Discussion regarding moving forward with the Scotts Bluff Area Visitors Bureau videos; these videos will represent the whole County. They will be shown at events, played at the fairgrounds, looped on hotel and restaurant televisions; will also look for additional free and low costs ways to show our videos. Jeremiah and Brenda will give Curtis a schedule of events that will need to be included in our videos. Nebraska Commission is now releasing funds, we can ask for money in the next cycle.

Discussed payment for Monument Marathon. Paperwork is approximately a month and a half late. Deadline is 60 days. There is a purpose for a deadline, need to follow the guidelines. It was recommended that the payment to Monument Marathon be denied.

Next meeting was scheduled for March 13, 2019 @ 1:15 p.m. in the North Commissioners Room.

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

Scotts Bluff Area Visitors Bureau

Board Room/Gering Civic Center

Wednesday, May 8, 2019

1:15 p.m.

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

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

Others Present: Geoff Nemnich, Sandra Redish, Kim Lang, Brenda Leisy, Charlie Knapper, Tony Dworak,

Moved by Dave, seconded by Cher to approve the May 8, 2019 agenda. All in favor, none opposed. Motion approved.

Moved by Cher, seconded by Dan to approve the April 17, 2019 minutes, February 2019 lodging tax report, financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered Capitol Improvement Grant Application for Nebraska Historical Society Foundation. Tony Dworak spoke on behalf of the estimated 1.8 million dollar expansion and renovation of the Chimney Rock Visitor's Center. The estimated 1.5 million that has already been raised is from the eastern side of the state. Over 35,000 visitors stop by each year. The visitor's center is open daily from 9:00am-5:00pm except for state and legal holidays and is always staffed. The renovation will add an additional 1,350 square feet bringing the total size of the center to 5,550 square feet. The new entrance will double as a storm shelter and withstand a tornado. The gift shop will also be expanded. The indoor classroom space will be used for school programs. The expansion will also provide an area for outdoor education. After hours this area will be used for community events. The new exhibits will tell the story of the Oregon Trail, Chimney Rock, and Mormon Trail. The outside construction will be completed by January 2020, the inside will be completed by May 2020. Moved by Jeremiah to approve the \$50,000 on the condition the required receipts are received by noon on June 10th, 2019, seconded by Cher. All in favor, none opposed. Motion approved.

Discussed and considered Capitol Improvement Grant Application for 23 Club. Geoff Nemnich spoke on behalf of the 1.8 million dollar 23 Club Baseball Complex Renovation and their \$100,000 request. Some of the renovations include new ADA bathrooms, new concessions stand, updated parking, batting cages, and a

picnic area. The current facility is 60 years old. City of Scottsbluff owns the land. Youth sports are big, a nice facility is needed to bring this families here. Due to the facility being run down, families are not returning. These fields bring in 60-80 team tournaments; 700-900 family members. During Father's Day, tournament with 21 teams will play. Potential to bring in additional tournaments; 200-300 families each weekend once the renovations are completed. Also State and Regional tournaments at the end of the season could be held here. Total estimated cost is \$1.6 million, City of Scottsbluff is giving \$600,000 towards this renovation; an additional \$510,000 has already been raised. Once the renovations are done, there will be a display wall with all the sponsors listed. A Tourism booth/Kiosk with tourism information could be onsite. The renovation will be completed in May 2020. Some discussion from the Board was that during the Father's Day tournament, the hotels are already full. Not everyone stays in hotel; some will stay with host families. They will need to host more than four tournaments after this renovation. Possibly a digital Tourism sign could provide information to the visitors. If it is built, they will come to play. Moved by Jeremiah to approve the \$60,000 on the condition that required receipts are received by noon on June 10th, 2019, seconded by Dave. All in favor, none opposed. Motion approved.

Discussed and considered Grant application change. Brenda spoke on the possible change; this discussion was carried over from the previous month. Possibly holding \$250 or just a percentage until they come back to the Board and provided an update such as the number of visitors attended, how many stayed at the hotels, changes they made, future plans for the event. They need to meet with the Board yearly so they know the expectations and requirements. Oregon Trail Days, Fathers Days Classic and Sugar Valley Rally do not complete an application each year. No changes were made in the current process.

Discussed and considered sponsorship for the Scotts Bluff National Monument 100 year celebration. Several sponsorship opportunities were available. The top two choices were "The Oregon Trail" game raffles for \$200. This covers the purchase of 8 Oregon Trail handheld games to be used as raffle prizes for program featuring Philip Bouchard, co-creator of the Oregon Trail computer game and Centennial Exhibit Reception for \$300. This covers hors d'oeuvres and refreshments for opening evening reception of the Centennial exhibit at Legacy of the Plains Museum. A tourism sticker could be put on the game. Moved by Jeremiah to approve The Oregon Trail" game for \$200 and Centennial Exhibit Reception for \$300, seconded by Dave. All in favor, none opposed. Dan abstained from voting. Motion approved.

Discussed and considered website proposal. Brenda spoke on behalf of the proposal. Time frame would be about 90 days starting from scratch. Website would be linked to visitnebraska.com. Total cost would be \$7,380 with a \$55 monthly fee. Moved by Lanna to proceed with Maly Marketing's website proposal, seconded by Dave. All in favor, none opposed. Motion approved.

Discussed meeting with Curtis Howard from Sheep Creek Films. Curtis provided a form designed to get to the core of the story you want to tell with the video. Jeremiah stated at this time there is no reason to proceed. The questionnaire form and video were tabled.

Next meeting was scheduled for June 12, 2019 in the North Commissioner Room.

Meeting adjourned by Kim Johns at 3:20 p.m.

Scotts Bluff Area Visitors Bureau

Board Room/Gering Civic Center

Wednesday, June 12, 2019

1:15 p.m.

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

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

Others Present: Brenda Leisy, Charlie Knapper, Vickie Schaepler, Don Gentry, Kim Lang.

Moved by Dan, seconded by Cher to approve the June 12, 2019 agenda. All in favor, none opposed. Motion approved.

Moved by Dave, seconded by Cher to approve the May 8, 2019 minutes, March 2019 lodging tax report, financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered Capitol Improvement Grant for Japanese Hall and History Project. Vickie Schaepler spoke on behalf of the \$50,000 request. Currently the Japanese Hall is in Scottsbluff and will be moved to the Legacy of the Plains Museum. They have until November 1, 2019 to move the building providing they have the funds. The total estimated cost to move and renovate this building is \$440,165. The building was built in 1928 and was used for 90 years. There are no Japanese halls with this history in Nebraska or this region. The renovated building will display the Japanese and Japanese Americans history; the basement will be used for archives. The Legacy is very excited to have this new addition. The Board discussed the importance of preserving this history and that people come to our area for history. \$210,971 is needed to move the building; currently they have \$117,000 to move the building. Assistance from Thompson glass would be helpful in the move; they would have to pay to demolish the building if it wasn't moved to the Legacy. Moved by Cher to give \$50,000, seconded by Lanna. All in favor, none opposed. Motion approved. Dave abstained from the vote.

Discussed and considered the R3 Summit and the expenses for attendance. The R3 Summit will provide informative information that can be brought back to the Board. Mileage, meals and hotel expenses will be

covered at the rate the Scotts Bluff County policy allows. The travel expenses will come from the Tourism travel budget. Dave is interested in going.

Brenda spoke on behalf of the 6 influencers that recently visited our area. This group is not like our previous travel writers. These individuals are constantly on the go and were continually posting on Instagram, Facebook and Twitter. They have followers from all over; they know what their followers are interested in. The Board discussed that we need more of these influencers to visit our area with all these upcoming events. Brenda will reach out to Turner to see if we can request additional people to be sent our way. Brenda will send a list to the Board so they can see what these influencers have posted.

Next meeting was scheduled for July 10, 2019 in the North Commissioner Room.

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

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, July 10, 2019

1:15 p.m.

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

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

Others Present: Brenda Leisy, Kim Lang, Daryl Wills and Mike Reynolds

Moved by Lanna, seconded by Cher to approve the July 10, 2019 agenda. All in favor, none opposed. Motion approved.

Moved by Dave, seconded by Lanna to approve the June 12, 2019 minutes, April 2019 lodging tax report, financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered promotional grant for the High Plains Riot. Jeremiah Gardner spoke about the event that will take place August 16-18; the same weekend as the Old West Balloon Fest. This three day event will be held at the fairgrounds which will offer shade, additional space, indoor space for the nice cars, car show, and food, swap met, BBQ, concert and a burn out contest. This has tripled from last year; 14-16 states will be represented. Several magazines will be represented; this event will hold the biggest build-off in the country. The event started 8 years ago; moving it to the Fairgrounds will allow the event to continue growing. Jeremiah has many visions and goals for the future. Next year a medal class will be added. Jeremiah excused himself from the room so the Board could discuss the request. Meals and hotel allowances were reviewed along with the budget that was presented. Per previous discussion, 2 rooms, 2 nights per publication; 3 meals with receipts and attraction fees reimbursed with receipts. Moved by Lanna to approve the requested about \$5,425, seconded by Dave. All in favor, none opposed. Motion approved.

Daryl Wills and Mike Reynolds spoke on behalf of the 2019 Father's Day car show. 310 cars were in this year's show; 620 people came along with those cars. 2,000 to 2,500 people attended the car show. Eleven states were represented; states such as Colorado, Wyoming, Texas, Florida, Kansas and North Dakota. They would

like to get more young people involved in the event. Possibly open a new category for these young people. Without the help of Scotts Bluff County Tourism, this event would not be possible.

Brenda provided updates on behalf of WNTC. Brenda is currently the president of WNTC. The Journey magazine will now be called Destination Western Nebraska. Nebraska Life will no longer be printing the magazine due to no agreement being reached and they were becoming too costly. Omaha Magazine will be the new publisher and will print at the same cost we paid Nebraska Life. These magazines print once per year. For 2020 Scotts Bluff County Tourism will be on page 3 and Gering Visitors Bureau will be on page 4. Duties have been split up; Brenda will now do all the leads. Kevin Howard previously did the leads which took him about 13 hours per month. Everything will now run through Oregon Trail Community Foundation, they will receive all mail, 2 signatures will be required to pay bills.

Brenda also spoke about Tour de Nebraska. Due to the bad weather, the outdoor events were cancelled. Entertainment was moved into the brewery. The riders loved their bicycle seat covers and great feedback has been received.

Two articles have been printed from the influences that recently visited here. They loved our accommodations and hospitality.

Brenda briefly discussed her budget and the left over funds being reallocated in her new budget.

On July 18, 2019 Brenda sent out an email with the attachment for the Oregon Trail Wagon Train Grant application attached. Dave just started the job at the Legacy and was not able to provide the application sooner. Grant amount requested is \$3,075. Brenda requested everyone reply with a vote for or against. Dan, Shannon, Jeremiah, Cher, Kim and Lanna voted for, Dave abstained from voting. The amount of \$3,075 was approved.

Next meeting was scheduled for August 21, 2019 in the North Commissioner Room.

Meeting adjourned by Kim Johns at 3:12 p.m.

Scotts Bluff Area Visitors Bureau

North Commissioner Room

Wednesday, August 21, 2019

1:15 p.m.

Meeting was called to order at 1:23 p.m. by Kim Johns.

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

Others Present: Brenda Leisy, Kim Lang

Moved by Dave, seconded by Lanna to approve the August 21, 2019 agenda. All in favor, none opposed. Motion approved.

Moved by Lanna, seconded by Cher to approve the July 10, 2019 minutes, May 2019 lodging tax report, financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved.

Brenda briefly discussed the budget, reviewed various reports with the Board and the need to make sure all requirements are met on the grants.

No additional claims.

Discussed and considered Promotional Grant for Legacy of the Plains Harvest Festival Celebration. Dave Wolf spoke on behalf of the 22nd two day Harvest Festival. This year they will be showcasing the new cookbook along with a bake sale. The Legacy is working on reviving and improving the festival and attendance. Currently they do not have attendance numbers from the previous years. Advertising will target agricultural areas such as northeast Colorado, eastern Wyoming, and Nebraska; they will also use Facebook boosts. Currently the Legacy is getting new likes every 30 minutes. Dave left the room so the Board could discuss the event. Brenda is on the Legacy Board and mentioned the attendance has slowed down over the past few years. They have many events such as picking potatoes and harvesting a feature crop. It was discussed that they need events that will pull people in and get them to stay the night. Most communities have similar event so not many people will stay overnight here. The Board discussed giving money toward social media and that next year the Legacy will need to provide attendance and license plate numbers. Moved by Jeremiah to approve \$500 towards social media, it can be spent how they see fit, seconded by Cher. All in favor, none opposed. Motion approved.

Discussed and considered late Promotional Grant Application for the West Nebraska Bicycle Club. Brenda mentioned she reminded them in the spring and also sent them additional reminder. They are asking for a small of

\$372.34. They need to understand this is a one-time exception and can't happen again. Moved by Jeremiah to approve the \$372.34 request, seconded by Dave. All in favor, none opposed. Motion approved.

Discussed website design by Maly Marketing. Kim, Brenda and Shannon reviewed the website and made a few suggestions such as bolding and unbolding, white lettering changed to black and changed some wording. The changes were completed by that afternoon. The Board reviewed the website and discussed some changes such as rotating the pictures with the seasons, adding 5 Rocks, Gering Civic Plaza and making sure they included the Nile Theater. Other suggestions are to break down recreation, parks, etc into categories and have thumbnail pictures. Everyone is to make a list of what is important to them so that everything is included on this site.

Jeremiah spoke about his event. He appreciates how this all came together but feels there was a lack of support from the community. He would like to compare his event to some of the other events and what he is bringing to the area. The event tripled in size this year, this caused a lack of funds and staff. The Mitchell JR High class parked cars to raise money for prom. They raised \$800. Approximately 4,000 spectators in attendance. 220 participants, 50 or more that did not register, 1,000 participants total with the cars and crew. 30 participants in the swap meet. Over 500 people were fed Friday. Multiple TV personalities, influencers and TV produces were present. \$4,900 was raised at the charity auction, the builders gave back increasing the total to \$6,500. Jeremiah would like to request assistance from the enhancement fund. Was advised he needed to complete the sponsorship form.

The Grant Committee met and approved the receipts for Fathers' Day Classic, SVR and Summit to Summit.

Next meeting was scheduled for September 11, 2019 in the North Commissioner Room.

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

Scotts Bluff Area Visitors Bureau

North Commissioner Room

Wednesday, September 11, 2019, 2019

1:15 p.m.

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

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

Others Present: Karla Niedan-Streeks, Charlie Knapper, Brenda Leisy, Kim Lang

Moved by Lanna, seconded by Jeremiah to approve the September 11, 2019 agenda. All in favor, none opposed. Motion approved.

Reviewed notes from meeting, in error no vote was taken to approve the August 21, 2019 minutes, June 2019 lodging tax report, financial reports, claims, correspondence, Tourism Director Report.

No additional claims.

Discussed website design by Maly Marketing. Brenda spoke with Maly Marketing; they will change out the pictures with the seasons and will be heading out this way to take photos. Brenda will find out if there are additional fees for them to come here and take the photos. Jeremiah mentioned Curtis has stock and possibly Maly Marketing could purchase some of them; Brenda will discuss the pictures with Maly Marketing. The pictures on the website will be larger than thumbnail size. Maly Marketing will break everything down into categories. They have a solid campaign and will be able to make changes as they go along. The Board will get to see everything before the website goes public. Brainstorming was done, several ideas were provided to Brenda. Some of those were the local events, horseback riding, Frisbee parks, dogs parks, quilt shops, meeting rooms, shooting range, swimming bowling, running/walking events, maps, Chamber of Commerce, golf and a calendar that could list all the local events such as the Rock show, Food Truck Fridays and the Farmers Market. Each attraction and event will have a link. Will work on a restaurant list.

Discussed Fall Marketing Meeting to be held at the Legacy on October 9th. Will have the regular meeting at 1:15 p.m. with the Marketing Meeting to follow at 2:30 p.m.

Discussed and considered sponsorship for High Plains Riot. Jeremiah spoke on behalf of his event and the \$2,500 sponsorship. The attendance and participation tripled this year. Approximately 3,000-5,000 spectators; 220 participants. 17-18 states, Mexico and Canada were in attendance. Lots of national recognition was received at

this event. Nationwide Danger Ride was on location. They are planning are doing two episodes here next year. Advertising and the build off added to the attendance. Six to eight influencers were here. A lot was learned from this event; it was a tremendous event for this valley. Next year it will not be on the same weekend as the Old West Balloon Fest. There were a lot of additional costs this year. A fee of \$20 was charged to enter their Rat Rod. Currently there are several big sponsors for this event, hoping to get some additional sponsors next year. Jeremiah left so the Board could discuss the sponsorship. Kim and Brenda went over the sponsorship guidelines with the Board. It was discussed they needed to follow the guidelines. The request was setting precedence for other events that needed extra funds after an event was over. Previous sponsorships include the Airport Appreciation Day, the Horseshoe Tournament and the Old West Balloon Fest. Due to the lack of a motion, this request was not approved or denied.

The Grant Committee met and discussed the receipts for High Plains Riot. Dave gave an update. Proof is needed that bills were paid, unable to accept the cash receipts. The website can't be reimbursed since it was still under construction; the KMOR bill was for \$600; \$400 of that was the live remote, wristbands and the welding supplies can't be reimbursed. Some receipts were for days not during the event; the number of meals submitted were over the allowable count of receipts that can be accepted. Per guidelines for the influencers, 2 rooms, 2 nights per publication; 3 meals with receipts and attraction fees can be reimbursed with receipts. The Board discussed they needed to follow the rules and guidelines and would only approve what would pass an audit. Kim and Dave will go over the receipts with Jeremiah and give him the opportunity to provide the additional receipts. The original request was for \$5,425; after all receipts were reviewed \$1,106 was approved.

Brenda briefly discussed the budget and verified that the unspent money from the last budget did roll over into the new budget. In error, Chimney Rock's \$50,000 was taken out of an incorrect line and will be corrected.

Meeting adjourned by Kim Johns at 3:46 p.m.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, October 9, 2019

1:15 p.m.

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

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

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

Moved by Dan, seconded by Lanna to approve the October 9, 2019 agenda. All in favor, none opposed. Motion approved.

Moved by Dave, seconded by Lanna to approve the September 11, 2019 minutes, July 2019 lodging tax report, financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved.

Moved by Lanna, seconded by Dave to approve the August 21, 2019 minutes, June 2019 lodging tax report, financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved

No additional claims.

Discussed and considered adopting budget for 2019-2020. Kim, Brenda and Lanna had previously met and went over the budget. Brenda went over the detailed budget handout with the Board. Moved by Lanna to accept the 2019-2020 budget, seconded by Dave. All in favor, none opposed. Motion approved.

Discussed and considered sponsorship for Western Nebraska Pioneers. Same sponsorship as last year with a few small changes. The sponsorship will include season tickets, radio ad, party deck for 50 people, ad on pocket calendar. The Pioneers were 43rd out of 500 in the US for most attended. Moved by Dave to approve the sponsorship, seconded by Dan. All in favor, none opposed. Shannon abstained from voting.

Discussed and considered photo shoot for Maly Marketing. The monthly maintenance fee is \$55.00. They currently need photos. Visitors Bureau will provide the photography. The Board thought Maly was coming here to take the photos. \$2,250 to have Maly come here to take the photos. Due to the quality pictures can't be taken from a video. WNTC did not get the funding for the photos last year. Brenda will find out at the Travel Conference this year if this has been opened back up. Need to put together a list of what photos are need to complete this website then reach out to the local people including Rick Meyers and Tom Downey. Curtis also has a large stock of photos. Scotts Bluff Area Visitors Bureau needs to own the photos. Brenda will check with Maly to see what the cost is if we can provide some of the photos and what dpi and criteria they need.

Discussed and considered help with the NACO Conference in Kearney. The conference will be held December 11th and 12th. Brenda will be attending a community wide proposal at the time and will not be able to attend the conference. The conference is noon to 5:00 p.m. on the 11th and will end at 5:00 p.m. on the 12th. Two rooms have already been booked. The NACO registration is \$400.00. The Board will check their schedules and get back to Brenda.

Discussed and considered Facebook post for all marketing grants. Dave spoke about the Facebook post. Would not need to be on each post; would need to be on the main page. Suggestions were tagging in each post and using hashtags. Brenda and Dave will write something up and send it to the Board for review then add it to the application.

Next meeting was scheduled for November 13, 2019, North Commissioner Room.

Meeting adjourned by Kim Johns at 2:28 p.m.

Scotts Bluff Area Visitors Bureau

Quarterly Marketing Meeting

Legacy of the Plains Museum

Wednesday, October 9, 2019

2:30 p.m.

Meeting began at 2:33 p.m.

Present, Dave Wolf, Kim Johns, Lanna Hubbard, Shannon Brunner, Jeremiah Gardner, Dan Morford, Karla Niedan-Streeks, Brenda Leisy, Kim Lang, Susan Wiedeman, Mike Minzey, Gary Schumacher, Jessica Rocha, Tami Lippstreu, Jack Whitaker, Ray Richards.

Brenda started the meeting by saying area events have come from these marketing meetings. Recently she received a call regarding new residents needing one place to look for information. Right now there are too many places to look when you need information. Would be great if one place would list all the events and attractions.

The Chamber tries to do this but people do not get all the information to them.

A suggestion was a Community Resource where there could be calendars with everything broke down such as events, doctors, attractions. People could go to the calendar they need. It was mentioned this would be a full time job with all the information.

Other suggestions regarding events were to send "invites" on Facebook and encourage people to share information on the upcoming events.

Gary Schumacher spoke on behalf of Platte Valley Attractions; they are working on getting more representations from places such as Ft. Laramie, Guernsey and maybe even the unique restaurants. They would like to do a jigsaw magnet with the attractions. Next meeting is November 6 at 2:30 p.m.

Brenda spoke about the magazine Destination Western Nebraska. This is the #1 travel guide in Nebraska. Brenda and Karla go through 55-60 cases per year.

It was discussed that the local hotels/motels need to do an annual or semi-annual lodging meeting. They need to work together so they aren't losing people from staying overnight when occupancy is high in our valley. We lose revenue if they don't have a place to stay.

Gary Schumacher mentioned he has room for an informational rack. The Wildcat Hills is the first stop for many of our visitors.

Training our front line people is important; visitors want to know where they would go.

Goggle my business page was another suggestion.

Possible idea for next year's National Tourism Week is to get everyone together, hotels, restaurants, attractions.

Prior to Nationals next year, they will be working with restaurants to be staying open. Many places closed early and the pilots didn't have places to go.

Maybe there could be an "Official Restaurant" for OWBF.

Jessica Rocha spoke on behalf of Kimball County Tourism. Kimball has agreed to keep High Point Welcome Center open until January 2021. Jessica is looking for promotional ideas and ways to track revenue. Possibly doing a coupon book to track business.

Other suggestions were possibly starting something similar to the Junk Jaunt reaching out to the surround areas such Chadron and Crawford and making it a two day event.

Scotts Bluff Area Visitors Bureau

North Commissioner's Room

November 13, 2019

1:15 p.m.

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

Board Members Present: Dave Wolf, Kim Johns, Lanna Hubbard, Shannon Brunner, Jeremiah Gardner.

Absent: Cher Maybee, Dan Morford

Others Present: Karla Niedan-Streeks, Brenda Leisy, Kim Lang, Bobbie Youel, Kristi Sornson.

Moved by Lanna, seconded by Shannon to approve the November 13, 2019 agenda with the addition of the marketing minutes. All in favor, none opposed. Motion approved.

Moved by Dave, seconded by Lanna to approve the October 9, 2019 minutes, marketing minutes, August 2019 lodging tax report, financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered sponsorship for the Carpenter Center. Bobbie Youel and Kristi Sornson spoke of behalf of their \$3,000 request needed for equipment. The equipment becomes outdated so it is best to continue renting. They were very gracious for the assistance last year and received great feedback from everyone on how professional the event was ran. They displayed the tourism banner and handed out the visitor packets. Last year's event was televised and hosted 103 kids from Colorado and 35 from here. This year's event is a one day, March 28th; people will be arriving on the day before. The Carpenters Center Booster Club and the Colorado State Board help pay for the event. Last year the Colorado State Board paid for ½ the cost of the gym. Forty rooms were booked at the Fairfield and additional rooms in Gering. Families visited the Legacy and the Scotts Bluff National Monument while they were here. Currently they are working on possibly adding a new event Ninja Warrior. Bobbie got the idea when she saw the event at another facility. The Board discussed the sponsorship, most the these parents and families are from Colorado and stay overnight; if they have a good experience while they are here, they will come back. This event gives us presence in sports marketing. Discussion on the sponsorship form, Brenda will send out the sponsorship form to the Board to review. Moved by Dave, seconded by Lanna to approve the \$3,000 request. All in favor, none opposed. Motion approved.

Discussed and considered proposal from Oregon-California Trails Association. This is the same request as before. They are requesting a \$1,200 sponsorship. The Board discussed there is not a need to advertise the Oregon Trail. Lanna moved not to do the sponsorship, seconded by Jeremiah. All in favor none opposed. Motion approved.

Discussed photo shoot and filming bids. Brenda compared both bids for the website. Maly was \$2,200, Scotts Bluff Area Visitors Bureau would own the photos. Curtis was \$3,270 on the high end and Scotts Bluff Area Visitors Bureau would not own the photos. In the future there would be additional costs to use the photos from Curtis. Currently they pay \$50 any time they need a photo Spectrum took. Maly needs to come here to take photos for printed material. Curtis could do a great portfolio of the local events. Each has a different skill set. Curtis would do the specialty photos and Maly and Dean Jacobs would do the rest of the photos. Dean Jacobs does most of the photos for WNTC and Nebraska Tourism. There needs to be enough photos to rotate on the website. Brenda will fill out the grant using Maly and Curtis. Nebraska Tourism would probably not award the money if only Curtis was used due to Scotts Bluff Area Visitors Bureau not owning the photos. Scotts Bluff Area Visitors Bureau needs to own photos so that they can share them in the future. Karla and Brenda will collaborate on the grant. The grant is due December 13th. If a lesser amount is received than what is needed, then everyone can discuss who to use.

Discussed and considered date change for the December meeting. The meeting will be moved to December 4th.

Discussed and considered help with the NACO conference in Kearney. Nobody from the Board is able to go. It was suggested to contact Steve or Barb Netherland. If nobody is able to go, Brenda will still need to pay for the hotel rooms.

Discussed and considered the second 4 year term for Dave Wolf and Shannon Brunner. Both agreed to stay on another 4 years.

Meeting adjourned by Kim Johns at 3:05 p.m.

