

Scotts Bluff Area Visitors Bureau

North Commissioner's Room

January 8, 2020

2:00 p.m.

Meeting was called to order at 2:03 p.m. by Kim Johns.

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

Others Present: Jennifer Reisig, Alena Haun, Anthony Mason, Brenda Leisy, Kim Lang.

Moved by Cher, seconded by Shannon to approve the January 8, 2020 agenda. All in favor, none opposed.
Motion approved.

Moved by Cher, seconded by Dan to approve the November 13, 2019 minutes, August 2019 lodging tax report, September 2019 lodging tax report, financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered Marketing Grant for Monument Marathon. Jennifer Reisig spoke on behalf of their \$14,251 request. Monument Marathon is entering their 9th year. Next year they will need to have the course recertified; this needs done every 10 years. The course will remain the same. This year they will also be adding a half marathon relay for those interested in running a shorter distance. This relay will use a slap bracelet instead of a timing chip. The cost for Runners World has gone up and is reaching less people. They will now invest the money into three big ads on Facebook. Ten smaller ads will target the Front Range, Eastern Nebraska, Boston Marathon, NY Marathon. Monument Marathon magnets are also exchanged at other runs to reach people. The expos increase the exposure for the Monument Marathon. The current video will be updated. Last year they had 536 runners, 70% were from outside of the area, all different states. Surveys were sent to all the runners with 15% responding. Future survey ideas were to have them complete the survey during registration at the Civic Center, have iPads available when they complete the race or to give discounts when they complete the survey. Follow-up emails are sent after the race and before the next race. The Board discussed what amount was given last year and the publications for Colorado Runner and Runners World. Colorado Runner's now has a web and e-blast circulation of 45,000. Boulder Boulder, Facebook and the Expo events are reaching people. Moved by Jeremiah to approve \$4,125 for the Boulder Boulder, Facebook and the Expo events, seconded by Cher. All in favor, none opposed. Motion approved.

Discussed and considered Marketing Grant for Riverside Discovery Center. Anthony Mason spoke on behalf of the \$2,585 request. The primary focus is Cheyenne and the surrounding area to increase the summer attendance and the Spooktacular attendance. A state grant has also been submitted. They hear a lot of feedback from the Cheyenne area that they did not know that the zoo existed or that they have the Spooktacular. They are currently working with all the schools and Goshen County. Last year they had over 45,000 in attendance. This increase is due to advertising and the remodeling. Bramble Park Zoo in South Dakota is similar to Riverside Discovery Center with an attendance of 60,000. Riverside Discovery Center has the potential to reach that number in attendance. In March or April Riverside Discovery Center break ground for the bear's new exhibit. Completion should be 120 days, putting the opening around mid to late summer. The 5 year contract was recently finalized with the City of Scottsbluff. Morrill and Terrytown have a made a one-time financial commitment with maybe more in the future. Gering made a financial commitment of \$50,000 per year. The Board suggested making a new video; people need to see something rather than hearing a radio ad. Anthony said he would be open to doing some video advertising on social media and short commercials at other events. The Board also suggested the zoo tap into people that are coming here for other events. The Board discussed the need to reallocate some advertising funds to video. Moved by Jeremiah to approve the \$2,585 with no more than 30% going to radio advertisement, seconded by Cher. All in favor, none opposed. Motion approved.

Discussed and considered kiosk project with Kimball County. The kiosk in Kimball costs around \$5,800. The idea was to make money with it. Some paid to advertise on it; however it didn't work out so it was disabled. Brenda suggested Scotts Bluff Area Visitors Bureau offer money for it and move it here. Brenda will need to research the cost to update the program and move it here. Need to brainstorm to come up with a location for the kiosk.

Discussed the cost for the January ABA Bus Tour. The cost to host the ABA Bus Tour was \$1,466.84. One tour has already been booked, with four other possibilities.

Due to no quorum, did not discuss Public Voting Sector for WNTC

Next meeting will be held February 12, 2020.

Meeting adjourned by Kim Johns at 3:28 p.m.

Scotts Bluff Area Visitors Bureau

North Commissioner's Room

February 12, 2020

1:15 p.m.

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

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

Others Present: Kay Grote, Brenda Leisy, Kim Lang.

Moved by Dan, seconded by Shannon to approve the February 12, 2020 agenda. All in favor, none opposed. Motion approved.

Moved by Cher, seconded by Lanna to approve the January 8, 2020 minutes, November 2019 lodging tax report, January and February 2020 financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered marketing grant for the Summit to Summit Race. Kay Grote spoke on behalf of their \$2,738.64 request. They have received assistance from the Visitors Bureau for 3 years. This event will be held on May 9, 2020 and will be their 12th anniversary. 10% of the participants are from out of town. More people are coming from the Front Range due to advertising. Northern Colorado and Wyoming were targeted areas last year. Previously the count peaked at 400 participants, last year they had 185 participants. Walkers and runners are divided equally. The event is held on the same weekend as graduation; 1/3 of the students are from out of state so their families are here that weekend. Summit College pays for the rooms for Race Right, the timing company from Colorado. Last year they had 32 sponsors with several levels. The Board reviewed the request and what expenses were eligible. Moved by Dave to approve \$645.95 (\$120.95 for web, \$100 for Facebook and \$425 for printed materials), seconded by Cher. All in favor, none opposed. Motion approved.

Discussed and considered funding for Girls State Golf Tournament. Brenda spoke of behalf of the tournament that will be held here October 2020 in Scottsbluff, October 2021 in Gering and October 2022 in Scottsbluff. The video was made by the kids and was very impressive. These kids had a lot of passion while making the video. Need to figure out how to fund this event. Funds will come from LB840 and \$5,500 from Gering Keno. The estimated cost is \$3,000 to \$4,000 to bring the event here. Brenda is asking for \$6,000 - \$7,000 from the

Visitors Bureau. Any money remaining from this year will carry over to next year. Oregon Trail Community Foundation will handle the funds. The last time a NSAA event was held here was 1974. Some of the towns that will be here include Lincoln, Grand Island, York, Columbus, Norfolk, North Platte, Alliance, Kearney, Valentine, Gering, and Scottsbluff. Lodging will be paid for the NSAA Officials for October 11, 12 and 13. Other expenses will be snacks, marketing, extra golf carts, t-shirts, electric score boards and mailings sent to the girls that qualify so that they know what they can do while they are here. Need to plan a welcome meal with guest speaker Nate Lashley. No other community has done a welcome meal. Would like to use Gering as the hub. The girls and their families will come here this summer to play these courses. Moved by Lanna to approve \$7,000 towards hosting Class B Girls State Golf Tournament, seconded by Dave. All in favor, none opposed. Motion approved.

Discussed and considered Public Voting Sector for WNTC. Divided into two sectors, public and private. Currently Brenda is the primary voter and Kim Johns is the secondary voter. Moved by Dave to keep Brenda as the primary and Kim as the secondary, seconded by Cher. All in favor, none opposed. Motion approved.

Dave gave an update on the Japanese Hall. It took over 8 hours to move the building. The foundation has been dug and cemented. The renovation has started and this will be a good draw for the Legacy. Over \$400,000 including grant money has been raised for this project.

Dan gave an update regarding the remodeling project at the Monument. Final inspection will be within the next few weeks. April 25th will be the grand opening.

Brenda gave an update on the Colorado Stock Show. Not as busy as last year. She received a good response from Colorado people wanting to visit Nebraska.

Brenda mentioned we are in the True West Top 10 and being awarded Nebraska Tourism Grant that will be used to build the photo library.

Next meeting will be held March 11, 2020.

Meeting adjourned by Kim Johns at 2:52 p.m.

Scotts Bluff Area Visitors Bureau

North Commissioner's Room

Wednesday, March 11, 2020

1:15 p.m.

Meeting was called to order at 1:17 p.m. by Dave Wolf

Board Members Present: Dave Wolf, Lanna Hubbard, Shannon Brunner, Jeremiah Gardner, Cher Maybee.

Absent: Kim Johns, Dan Morford.

Others Present: Aaron Raines, Brenda Leisy, Kim Lang.

Moved by Shannon, seconded by Lanna to approve the March 11, 2020 agenda with the addition of Scotts Bluff Monument Sponsorship. All in favor, none opposed. Motion approved.

Moved by Lanna, seconded by Jeremiah to approve the February 12, 2020 minutes, December 2019 lodging tax report, February 2020 financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered marketing grant for the Robidoux Quick and Dirty. Aaron Raines spoke on behalf of the June 20th race and their \$500 request. This will be the 5th year for this event and will be held at the Legacy of the Plains. Everyone will be fed and will get to tour the museum. This event started with 70-90 riders and this year they are capping it at 400 riders. Next year it is possible to have 800-1,000 riders. 15% to 20% are from here; most riders are from Colorado. Advertising is targeting the areas of Denver, Fort Collins, Casper, Omaha, Lincoln, Colorado Springs and Kansas City. Several big sponsors include New Belgium Fat Tire, Mountain Racing Products, widefoot, MTX Braking, Sonny's Bike and Fitness and Flyover. Moved by Lanna to prove the \$500 for social media boost, seconded by Cher. All in favor, none opposed. Motion approved.

Discussed and considered Advertising in the Community Directory/Chamber Project. Brenda spoke on behalf of this advertisement. This has been done for years and is expensive. This directory is for people that live here. This money would be more beneficial spent elsewhere. Moved by Lanna not to advertise in the Community Directory, seconded by Jeremiah. All in favor, none opposed. Motion approved.

Discussed the budget for the March 20-21 FAM Tour. Brenda spoke on behalf of the tour. Costs included in the tour are the hotel rooms, steak nachos, chuck wagon dinner. They will visit the Wildcat Hills, but due to the increase in cost and no group rates they would not be able to visit Chimney Rock. 34 people would be in attendance on this tour.

Discussed and considered sponsorship for the Scotts Bluff National Monument for implementation of their final centennial event and Visitor Center Grand re-opening on April 25th. The \$580 will come out of enhancement funds. Moved by Shannon to approve the \$580, seconded by Jeremiah. All in favor, none opposed. Motion approved.

Due to missing Board members, Officers were not elected. Moved by Cher to table the election of Officers, seconded by Lanna. All in favor, none opposed. Motion approved.

Next meeting will be held April 15, 2020.

Meeting adjourned by Dave Wolf at 2:13 p.m.

Scotts Bluff Area Visitors Bureau

Zoom Call

Wednesday, May 13, 2020

1:15 p.m.

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

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

Others Present: Karla Neidan-Streeks, Geoff Nemnich, Brenda Leisy, Kim Lang.

Moved by Cher, seconded by Lanna to approve the May 13, 2020 agenda. All in favor, none opposed. Motion approved.

Moved by Lanna, seconded by Cher to approve the March 11, 2020 minutes, February 2020 lodging tax report, April and May financial reports, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered renewing Capital Improvement Grant for 23 Club Baseball. \$60,000 was approved May 2019. Geoff Nemnich spoke on behalf of the project. They put the project on hold last year due to receiving only one bid which was \$300,000 higher than estimated. Since then it was put out for bid again. Two bids were received and one came in \$150,000 lower than expected. Additional funds and grants have been received along with some ideas to save some additional money. This renovation will be done in three phases and will begin in August 2020. Moved by Jeremiah to extend this \$60,000 Capital Improvement grant for another year, seconded by Cher. All in favor, none opposed. Motion approved

Discussed and considered Capital Improvement Grant for Legacy of the Plains Museum. Dave spoke on behalf of the Bugs for Bushels project. This project will add curb appeal to the museum and make it more inviting for the 100,000 to 150,000 visitors that are heading to the monument each year. There will be five to six raised beds with selected crops that will be on the south side of the building between the barn quilts; other plants will be spread throughout the whole area. The project will start in September and will be done in steps. This will provide beautification and educational events. Visitors will be able to see crops up close rather than out in the fields. The Legacy is working with Nebraska Arboretum, Nebraska Forest Service,

Brenda Leisy, Karla Niedan-Streeks, City of Gering and several others. Moved by Cher to approve \$4,500, seconded by Lanna. All in favor, none opposed. Motion approved. Dave abstained from voting.

Discussed and considered election of officers. Shannon Brunner nominated Kim Johns for Chairman, Kim Johns nominated Dave Wolf for Vice Chairman, and Dave Wolf nominated Jeremiah Gardner for Secretary. One vote was taken to approve all nominations. Moved by Lanna to approve the nominations, seconded by Shannon. All in favor, none opposed. Motion approved.

Discussed current marketing and promotional grants. Brenda spoke about the concern of future tourism funds and the significant loss of funds for 2020-2021. Brenda mentioned they will need to cover the bills and what was previously committed. Father's Day Classic would have advertised in January, they may ask for this amount to be covered. The Monument Marathon event is still scheduled for September. They would like to take the \$4,500 in advertising money that was going to be used at the expos and transfer it to other advertising. Shannon and Dave agreed they would need to come back to the Board if they wanted to make a change. February was a good month which now will be followed by a loss over the next year. Predictions are 0% of what previous lodging sales were for June, 10% for July, 20% for August. Scotts Bluff Visitors Bureau has always had a surplus, in 21-22 there is not be a surplus. Some Capitol Improvement money can be transferred as long as the money hasn't been requested.

Brenda will send the March numbers as soon as she gets them. Brenda will meet with Charlie to go over the funds and budget. Nebraska is not inviting anyone to visit our state for the rest of the year and they are cancelling all their marketing. 62% of US people are not ready to travel. RV sales are increasing; consumers feel this is a safe way to travel.

Next meeting will be June 10, 2020 unless needed earlier due to the budget.

Meeting adjourned by Kim Johns at 2:39 p.m.

Scotts Bluff Area Visitors Bureau

North Commissioner Room

Wednesday, June 10, 2020

1:15 p.m.

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

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

Absent: Dan Morford, Cher Maybee.

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

Moved by Dave, seconded by Jeremiah to approve the June 10, 2020 agenda. All in favor, none opposed. Motion approved.

Moved by Dave, seconded by Jeremiah to approve the May 13, 2020 minutes, March 2020 lodging tax report, May financial reports and claims. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered rubric for future evaluations. The rubric would be a tool to help evaluate. This is the first step in reworking the grant process. The sample rubric Brenda presented came from the North Platte Visitors Bureau. Requests for funding needs to be evaluated equally. Things to review and consider would be their return on investment, three years they are on their own, how have things improved from year to year, what is being done to keep things fresh and new. Brenda stated we need to be fiscally responsible during the next year and that they need to be committed to marketing this area. It was mentioned that the continued marketing will keep this area on the visitor's mind and bring them here in 2021. Once we get them here, they will come back. Current marketing expenses includes the bill boards, True West, OWBF, Monument Marathon, OT Days, Quick & Dirty bike race, website maintenance; approximate total is \$70,000. Next twelve months will be tough due no surplus. It was mentioned that the grandfathered events need to be discussed at the future meetings. Those that are grandfathered are comfortable with the money they receive; they need to be accountable for this money. There was discussion about removing those line items. If Tourism funding increases during the next twelve months, it was discussed that things can be re-evaluated at any time so that future opportunities are not missed. The rubric discussion was tabled.

Discussed and considered the amount of Capital Improvement funds to transfer before July 1, 2020. Brenda spoke regarding the transfer. \$125,000 needs moved, this will leave \$39,500. \$70,000 will be needed for

marketing, \$130,000 for bills. Moved by Jeremiah to transfer the money, seconded by Dave. All in favor, none opposed. Motion approved

Brenda gave a great update regarding the Maly Marketing Facebook ads. This was rolled out May12, 2020. 1.11 minutes was the average time spent on the website; 1.33 average pages viewed, 119 shares, 92,511 impressions. Website traffic shows Colorado, Nebraska, Texas, Iowa, Minnesota, and Kansas as the popular states; Omaha as the #1 town, other Nebraska cites included Scottsbluff, Lincoln, Grand Island and North Platte.

Next meeting will be July 8, 2020.

Meeting adjourned by Kim Johns at 2:49 p.m.

Scotts Bluff Area Visitors Bureau

Zoom Meeting

Wednesday, July 8, 2020

1:00 p.m.

Meeting was called to order at 1:02 p.m. by Kim Johns.

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

Others Present: Brenda Leisy, Kim Lang.

Moved by Cher, seconded by Dave to strike #7 and approve the July 8, 2020 agenda. All in favor, none opposed. Motion approved.

Moved by Dave, seconded by Cher to approve the June 10, 2020 minutes, April 2020 lodging tax report, May and June financial reports and claims. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered rubric for future evaluations. Brenda spoke on behalf of the rubric. Last meeting it was discussed if a small committee should work on this or the whole Tourism Board. Everyone agreed it is best to have the whole Board part of the discussion. Due to not everyone being present at this meeting, the discussion will be on hold until the next meeting. Brenda will send an email reminding everyone about the next meeting on August 12th and the importance of attending. Included in the email will be the rubric, promotion grant evaluation form and the grant application so that everyone has time to review this information. The meeting will be at the Legacy and will start at 1:00 p.m. and end at 3:00 p.m. Moved by Jeremiah to table the rubric discussion until the next meeting, seconded by Cher. All in favor, none opposed. Motion approved.

Brenda gave a few updates. This year's balloon competition has been cancelled. Due to other events being cancelled, pilots have not been able to qualify and they would also have to travel the COVID states to get here. Some of those pilots will come here to fly so that they can qualify for other events. Old West Balloon Fest will still get to host the competition for the next two years. Scotts Bluff Area Visitors Bureau has \$18,000 left in the budget, \$125,000 was transferred. The Monument Marathon is still on for this fall.

Next meeting will be August 12, 2020 from 1:00 p.m. to 3:00 p.m.

Meeting adjourned by Kim Johns at 1:30 p.m.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, August 12, 2020

1:00 p.m.

Meeting was called to order at 1:13 p.m. by Kim Johns.

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

Absent: Dan Morford, Cher Maybee.

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

Moved by Dave, seconded by Lanna to approve the August 12, 2020 agenda. All in favor, none opposed.
Motion approved.

Moved by Jeremiah, seconded by Dave to approve the July 8, 2020 minutes, May 2020 lodging tax report, July financial reports and claims. All in favor, none opposed. Motion approved.

No additional claims.

Charlie introduced Mike Gruhn on behalf of Meteor Station Marketing. Mike presented the idea of a virtual augmented reality travel app. This is an interactive experience where objects such as a herd of buffalo or a wagon train would appear. Animation and/or pop-ups to read can also be added. Points of interest could have QR codes. The trigger can be anything from a sign to a building. The app could guide you around the area. Local businesses could also advertise or add coupons. This is similar to the Pokémon experience. Parents want kids to be engaged, this would give them a learning opportunity. Family RV travel is up. Maly Marketing would also include this in their advertising so travelers would see what we have to offer before they get here. The app is free to the users. Base cost is \$15,000. The app can start as a basic app and can be done in steps. Additional costs for each new addition. Can be tweaked to get what you want. After the presentation some comments were that Zoos and other places already use this, the other products that are being used are at a lower cost. People are already coming here to follow the Oregon Trail. The app would need to be advertised so people know it is there to use. One comment was that front line training is needed here in Scotts Bluff County. During Tourism week Karla and Brenda are already doing this, maybe it needs done more frequently due to turnover in staffing. Possibly businesses could provide front line training to their new employees. No vote was taken; this was an informative presentation for possible discussion in the future.

Discussed the rubric for future grant evaluation. Group input is needed to go along with the strategic goals. The numbers on the sample rubric are too high; maybe just use 1 – 5. Rubric needs reviewed piece by piece. The rating criteria needs to be defined; points for each thing that is met. The rating criteria that is completed by the Board will assist in backing up their decision. Some things to review would be putting heads in bed, helping them start up but not being a perpetual funding source, marketing 100 miles outside this area. It was mentioned a matrix would be good to have and will be a good guide and will help the future board members. Other discussions were about the long time running events and the continuation of their funding and possibly removing those line items from the budget.

Additional comment was using the marketing money to market Scotts Bluff County.

Next meeting will be September 9, 2020 @ 1:15 in the North Commissioners Room.

Meeting adjourned by Kim Johns at 3:18 p.m.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, September 23, 2020

1:15 p.m.

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

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

Others Present: Brenda Leisy, Kim Lang, Charlie Knapper (by video chat), Steve Maly (by video chat).

Moved by Dave, seconded by Shannon to approve the September 23, 2020 agenda with the addition of Ashton Lambie after #6. All in favor, none opposed. Motion approved.

Moved by Dave, seconded by Lanna to approve the August 12, 2020 minutes, June 2020 lodging tax report, July financial reports and claims. All in favor, none opposed. Motion approved.

No additional claims.

Steve Maly from Maly Marketing gave an update on the big success of the marketing campaign. Numbers given were from May 2020 to September 2020. The marketing campaign has already been very successful. Website traffic; 32,898 total sessions, 26,598 users to the site, 1:06 average time on site, 1:43 average number of pages viewed, 3,992 visitors by search, 2,245 visitors via referrals, 1,963 visitors via direct URL, 175 visitors via social media. Top five searches were from Nebraska, Colorado, Wyoming, Iowa and South Dakota. Facebook numbers; 772,282 impressions, 27,009 clicks to website, 3,649 post reactions, 527 post shares, 166 post comments, 93 post saves, 32 calls, 48 leads. Google search ads; 5,577 impressions, 227 clicks; Google display ads; 836,188 impressions, 1,886 clicks. Grand totals; 1,614,047 impressions, 29,122 clicks, 98 phone calls, 28 contact forms, 10 emails, 136 total leads. The Board was very pleased with the numbers. Charlie mentioned he would like to capture more such as the picture of the stop sign; maybe adding a picture of Chimney Rock in the background. He would like our landmarks to be the front view in our ads. Once the pictures are ready from Maly Marketing, the Board will review the pictures and decide what to use next for their marketing.

Charlie Knapper spoke about influencer and cyclist Ashton Lambie. He is a world record holder and is now currently training on gravel. Charlie encouraged him to come here and ride in the Robidoux Quick & Dirty and offered to pay him \$300 for his visit. This would have been presented at the September meeting prior to the race but the Tourism meeting was changed due to another meeting. The Board expressed great concern regarding the money that was paid to this cyclist and this was not presented to the Board nor was it voted on by the Board. At this time, Scotts Bluff Area Visitors Bureau is not taking applications or releasing funds until next year per the statement that was issued in May 2020. Charlie mentioned Ashton did not make the request, Charlie took the initiative to invite him here and offered \$300. There were concerns and questions regarding Ashton being an influencer; Charlie told the Board they did not know what arraignments were made with the influencer; he advised that Ashton will be posting multiple times in the spring about the race and promoting this area. It was also discussed if the Board should revisit the statement that was issued in May. Everyone agreed that no changes would be made to that statement due that not being fair to those that may have wanted apply for funds during the time the statement had been issued. Brenda mentioned that the names of the Board members are submitted each year to the Nebraska Tourism Commission.

If audited these names must be mentioned in the minutes when items are voted on. The Board must exist or there would be no lodging tax money available. No action was taken on the \$300 that was given to Ashton Lambie.

Charlie provided an update on the Street Outlaws. Starr Lehl contacted Charlie regarding the Street Outlaws needing a highway to race on. They drove then around the area, while stopped at the State of Nebraska Highway Department they found their new raceway. Starr and Charlie reached out to get barriers, porta potties, lights and also reached out to the Commissioners. Approximately 150 people, 80 hotel rooms and 40-60 people in motor homes will be here while they are filming. The Street Outlaws were given an extension so they could do some additional filming in Mitchell then possibly back to Gering. They will be here 7-8 weeks, possibly up to 12 weeks. After filming here, they may head to Kimball County. While in Casper they had a 1.8 million dollar impact.

Charlie also gave an update on buying commercial time on the Discovery channel. TCD and the Commissioners are in on this. Charlie would also like to reach out to other areas such as Sidney.

Discussion of the rubric was cancelled until the next meeting.

Next meeting will be October 14, 2020 @ 1:15 at the Legacy of the Plains Museum.

Meeting adjourned by Kim Johns at 3:13 p.m.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, October 14, 2020

1:15 p.m.

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

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

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

Moved by Lanna, seconded by Dave to approve the October 14, 2020 agenda. All in favor, none opposed. Motion approved.

Moved by Dan, seconded by Dave to approve the September 23, 2020 minutes, June 2020 lodging tax report, and claims. All in favor, none opposed. Motion approved.

No additional claims.

Karla Niedan-Streeks presented historical data regarding the Western Trails Byway Association. A Byway is a scenic stretch of road from point A to point B. In 2001 a group came together to form a committee, there were 52 members, with Kevin Howard being elected as the president. They partnered with groups such as Tourism and Nebraska Department of Roads. Key projects were setting up brochure racks and highway signs. The group went dormant around 2010-2011, currently there is not active organization for the Byways. Jonathan Shadegg, a member of the Morrill County Visitors Committee is currently trying to update the attraction signs along the Byways. Discussion from the Board was that an organizational meeting needs to be held and that they need to decide who the new participants will be, possibly starting with the Tourism group and adding additional members. Charlie mentioned the need of getting the Committee going so there is representation of the Byways. National advertisement is needed to promote the Byways as the safest, most scenic and fastest route. They need to think this is the best route so that they don't use I-80. Charlie stated we need to re-new the interest in Byways and he wants new ideas. Karla mentioned we need to draw them to Nebraska. We draw them to the region-state-area. This will keep them here longer. WNTC currently advertises nationally to bring people here to Nebraska. There will be state funding available to assist with additional signs, media and more racks; people want brochures to look at. One suggestion was a radio station or social media that guided them down the road. Jonathan Shadegg from Morrill County Visitors Committee needs to be contacted to advise him who the key people are to form a committee so that when the money is ready the committee is ready.

Charlie provided an update on the Street Outlaws Discovery Channel Project. Charlie has been working with the Discovery Channel about advertising during the show. There are 76 different time slots. Possibly we could partner with TCD, Regional West, PVB, and/or WNCC as sponsors. The commercial would be about Tourism in our area and the sponsors could have their brand in the commercial. Maly Marketing would do the commercial. A suggestion was made that Charlie could contact the Nebraska Film Commission as a resource and advertise all Nebraska not just our local area. The Outlaws taped two seasons while here in Scotts Bluff County. We will be in the credits when they show those episodes. Discussion from the Board was that the Outlaw viewers are not our target market. Women make the travel decisions and it takes at least 5 to 8 messages to be seen before a person pays attention. Repetition is needed for your message to stick.

Discussed rubric for future grant evaluation. Some type of criteria is needed without being so subjective. The points are too broad on the sample provided. The applicant needs to be prepared on what the Board is looking for and what the Board will be asking the applicant and what criteria needs to be met. Criteria to include: economic impact, generates room nights, marketing including outside 100-mile radius. Priority will be given if the criteria is met. A checklist can be provided so that the applicant understands; such as the logo needs to be on everything and a list of what the money can't be used for. Brenda will type up a sample template and send it out to the Board. Additional discussion needed regarding stopping funding after a certain amount of time.

Brenda provided an update on Girls Golf. The girls were given welcome bags. Feedback from girls – they mentioned it was much better here than Columbus, loved the Monument, loved the golf course.

Next meeting will be November 10, 2020 @ 1:15, location TBD.

Meeting adjourned by Kim Johns at 3:31 p.m.

Scotts Bluff Area Visitors Bureau

Zoom Meeting

Wednesday, December 9, 2020

1:00 p.m.

Meeting was called to order at 1:10 p.m. by Kim Johns.

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

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

Moved by Cher, seconded by Jeremiah to approve the December 9, 2020 agenda. All in favor, none opposed. Motion approved.

Moved by Jeremiah, seconded by Cher to approve the October 14, 2020 minutes, September 2020 lodging tax report, and claims. All in favor, none opposed. Motion approved.

No additional claims.

Discussed and considered changes to the grant application. Possible changes could include giving the applicant examples and providing them with a sponsor/mentor from the Tourism Board. This will show commitment from the Board. The sponsor would give the applicant advice and guidance either in person, by email or a phone call. They would help with resources so that the event will be successful. The sponsor would help by making sure they have a marketing plan such as reaching farther than 100 miles, looking at the futures goals of the event, how to become self-sufficient and possibly providing a marketing template. The Board discussed that the application needs to include a detailed marketing plan and that the event needs time to get established. 1 to 5 years would be the establishment period. During that time they can ask for any grant amount. 6th year, the grant amount would be 75% of their max amount, 7th year, 50% of their max amount; 8th year, 25% of their max amount, 9th year would then be a sponsorship at a set amount of \$2,500. The Father's Day and OT Day's events were reviewed; they no longer require as much marketing. A marketing meeting could be a good time to update them about the upcoming changes. Over the next year a mentor could advise them how to use their money more wisely, use other resources such as free press and interviews. There will be a one year grace period then they would be at their max funding

level. Brenda will make the changes to be reviewed at the next meeting. Covid-19 gave the Board time to be proactive and re-evaluate the grant process and application.

Brenda gave an update on the Pioneers Baseball Package. They offered the same deal as last year with a few extras. Previously they were given \$5,000. They will revisit with Brenda in May 2021.

Lanna gave an update on the 1st annual New Year's Beef Bash that will be held on January 2nd. Hoping this will become an annual event. Currently looking at 100 to 200 head. Prior this has been held in Denver and the Black Hills.

Next meeting will be January 13, 2021 @ 1:00 by Zoom meeting.

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