

Scotts Bluff Area Visitors Bureau

Zoom Meeting

Wednesday, January 13, 2021

1:00 p.m.

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

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

Others Present: Brenda Leisy, Kim Lang, Charlie Knapper.

Moved by Dan Morford, seconded by Lanna Hubbard to approve the January 13, 2021 agenda. All in favor, none opposed. Motion approved.

Moved by Dave Wolf, seconded by Dan Morford to approve the December 9, 2020 minutes, October 2020 lodging tax report, December financial reports and claims. All in favor, none opposed. Motion approved.

No additional claims. Monument Marathon claims were paid in 2 checks.

Discussed and considered changes to the grant application and mentor statement. The mentor statement was reviewed; several suggestions offered such as removing the word “beginner” and changing it to “assist” and remove “will be assigned”. A mentor will be available to any applicant that would like some additional assistance. By helping them this would insure the application is fully completed and the applicant will know exactly what is expected of them. The Board needs to provide a specific list of what is needed. The applicant will need to provide a detailed marketing plan with the cost. The Board needs to know what the money is being spent on prior to making a decision. Brenda mentioned the budget worksheet she completed for the photo library. Possible idea is to a standard set amount for everyone. The financial information page was also discussed. It was questioned why this was be done; the tourism funds have never been completely depleted. A suggestion was to put the excess funds in a trust fund; this is not allowed to be done with tourism money. It was also questioned why the grant was set at no more than 1/3; Brenda mentioned it was this way prior to her be hired. One idea was to change it to a 25% match. This would follow how Nebraska Tourism does theirs. Tourism’s reimbursement would still follow under the guidelines. The

applicants local ads would count as a match, volunteer pay would follow what the state has set as allowable. The applicant would need to have everything listed; if it is not listed they won't get reimbursed for it. The Board went over the percentages from the last meeting; the percentage could be from the original grant request or previous year. Another suggestion was a max would be set for six to eight years; they would be eligible for a set amount and would need receipts to get that full amount. Nine years and up could be set at \$2,500. Other suggestions were after 5 years drop the amount available; the event needs to become self-sustaining. Discussed OT Days and Father's Day car show, it was questioned how they became a line item. It was unknown but possibly in the past it was easier to make them a line item rather than making them return each year. Brenda will revise the mentor program statement and include that assistance can be provided if the applicant would like someone to assist them and will forward the updated statement to the Board along with a copy of the budget worksheet that she used for the photo library grant. Brenda will also look at grant applications from other counties. The Board would like to have the application revised and ready by May 1, 2021 when funding re-opens.

Brenda spoke about the bill for High Point Visitor's Center in Kimball. This is a reoccurring bill; Brenda brought this to the Board due to the current funds being frozen. The reoccurring bill is \$4,000. Due to COVID, Jessica, the Kimball Director took \$500 off the bill. The \$4,000 is used for cleaning, snow removal, supplies, part time summer staff and where needed. This is one of the best centers with all the brochures and they can encourage travelers to go in all directions. This visitor's center has had many improvements, they just finished phase 2 of a grant and are currently getting ready to file for a 3rd grant. Charlie mentioned the need for a new sign. Brenda will get the visitation numbers.

Lanna provided an update on the 1st Annual New Year's Beef Bash. It was very successful; they had 256 entries, 93 from Colorado, 53 from Wyoming, approximately 80 from Nebraska, 1/2 of those from outside the panhandle.

The 23 Club article has been corrected, in error it listed Dave as the Chair.

With the sale of Barn Anew, Cher will still be eligible to remain on the Tourism Board with her work she does with the Western Nebraska Arts Center.

Next meeting will be February 10, 2021. Brenda will poll the group to see if the meeting will be in person or by Zoom.

Meeting adjourned by Kim Johns at 2:59 p.m.

Following this meeting Brenda sent out the visitation numbers for High Point Visitor's Center in Kimball.

2019 – 10,597 visitors

2020 – 4,704 visitors

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, February 10, 2021

1:15 p.m.

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

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

Others Present: Brenda Leisy, Kim Lang, Charlie Knapper.

Moved by Dan, seconded by Cher to approve the February 10, 2021 agenda. All in favor, none opposed. Motion passed.

Moved by Dave, seconded by Lanna to approve the January 13, 2021 minutes, November 2020 lodging tax report, December financial reports and claims. All in favor, none opposed. Motion passed.

Jeremiah had mentioned that we had previously discussed making changes with the events that were grandfathered. Discussions will be held at a future meeting.

No additional claims.

Discussed and considered a donation for NETA Senator Day. Tourism sponsors a Senator every year. Due to COVID, this year they will not be getting together; they will do a "gift". The gift will be a book signed by Nebraska authors. Discussion on the cost and if they don't do a sponsor this year, would be they be the only group that did not sponsor a Senator. It was moved by Cher to approve \$30.00 to sponsor a Senator, seconded by Lanna. Six were in favor, one was opposed. Motion passed.

Discussed and considered recommendations for print advertising. The Marketing committee met to discuss print advertising. The committee stuck with mostly advertising in Colorado, Nebraska and

Wyoming. Some options that were not chosen were good and will be reviewed at a later date. Only \$20,000 is available for marketing this year. Things that were considered, people may not have as much money to travel, future gas prices and possible drought. From the hotel perspective, people are not getting out as much; people can spend time visiting here and still social distance. More 1-day and 2 to 3-day travelers. Destination Nebraska added a disclaimer on the front stating they were unable to do a 2021 Travel Guide. Recommendations from the marketing committee: Nebraska Land \$1,000, Website calendar update \$320.00, Tri-State Traveler \$799.00, Midwest Meetings Guide \$685.00, Nebraska Life \$3,500.00. Total \$6,304.00. Moved by Jeremiah to approve the recommendations from the Marketing committee, seconded by Shannon. All in favor, none opposed. Motion passed.

Discussed and considered Rural Fellows program. This is an internship where Nebraska college students go out to rural communities for 10 weeks over the summer. Students work on projects such as marketing, promotion, economic and business development. They work in pairs; cost is \$5,000 per student. A \$2,000 grant per student could possibly be available to assist with the cost. Board discussed the short time frame in getting the grant complete and the actual time the students would be working on their projects. They would need to be trained, not much time to get their project(s) completed. After the students leave who would complete or continue the projects they started? It was also questioned how this will create a lodging income. Charlie suggested that TCD could possibly provide housing for the students. Due to the short time frame, a suggestion was that maybe local students could help this summer then next year they could re-look at the Rural Fellows program. It was agreed it is a great program but just not for this year. The cost of the students was a concern due to low Tourism funds. It was also questioned what Tourism would get out of the money that was spent on the students. Charlie asked the board to quit talking like they were broke and they didn't have the funds. Jeremiah reminded Charlie that the funds are low and they don't know how much will be coming in so they need to watch what is being spent. He also reminded him that the Commissioners froze the funds last May. Charlie spoke about promoting Tourism for Highways 26 and 92. This area was built in the 1950's from highway 26; this was the highway to Yellowstone. Highways 26 and 92 need to be marketed, this is the great American road trip. Charlie mentioned he will take this idea to the Commissioners for a vote then ask the Tourism Board how we accomplish this. Discussion about concerns over gas prices this summer and if people will be taking road trips. People may not be traveling. The Board mentioned that the past they handled anything under \$10,000. Projects over \$10,000 would go to the Commissioners for approval. A few Board members shared concerns regarding the value of their recommendations to

the Commissioners. Comments were made that everyone's role needs to be hammered out. It was discussed that they were not getting anywhere and this was not being productive, it was recommended the Rural Fellows program be tabled.

Discussed and considered updated mentor statement. The Tourism mentor will be a great asset in assisting groups with their application and helping them be prepared when they present to the Tourism Board. They will be provided with assistance through the whole process and with carrying out their ideas. The mentor could give them outside resources and coaching so that they can run a successful event. Moved by Dan to approve the updated mentor statement, seconded by Dave. All in favor, none opposed. Motion passed.

Dan mentioned he would send an invite to the Board for a walk through on February 24th to see all the renovations.

Lanna spoke regarding Scotts Bluff County Fair week. She would like bring the State Fair Board here during fair time and have some additional events for them to attend. A hot air balloon raffle was mentioned.

Next meeting will be March 10, 2021.

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

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, March 10, 2021

1:15 p.m.

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

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

Others Present: Brenda Leisy, Kim Lang, Charlie Knapper.

Moved by Cher, seconded by Dave to approve the February 10, 2021 agenda with changes of adding grant check list to number 9 and adding additional ads to number 7. All in favor, none opposed. Motion passed.

Moved by Lanna, seconded by Cher to approve the February 10, 2021 minutes, December 2020 lodging tax report, financial reports and claims. All in favor, none opposed. Motion passed. Dave abstained from voting due to Tourism paying rent during this claim period.

No additional claims.

Dave spoke on behalf of a local passport program. The Legacy is not currently on the Nebraska Passport program. Locally Tossed and Found Antiques and the Wildcat Hills are on the passport this year. We need to keep the visitors here longer. Colorado visitors ask what there is to do when they are here. There is a misconception that there is nothing to do here. A local passport book would give them something to do while they are here. Could possibly do something like the Circle Tour and use those stops. Stickers are very popular; they could be used to fill in the stops on a map as they complete them. Could make this a panhandle wide trip. Once they are here they can catch a ball game, go out to eat, go to a local event. The passport could be a timed passport such as May through September. This would cover several events through the summer. Passports could include events, eateries and attractions. Completed passports could be rewarded with a hotel gift certificate or gas card to get them to return or something small they can take with them. Ideas were to do a test run this summer and then expand next year.

Discussed and considered Marketing Committee recommendations for digital advertising. Brenda spoke about digital training that would be available during National Tourism week. The cost for the event is \$480. Discussed expanding this to others for a \$25 fee.

Two print items were discussed. AAA will promote Oregon Trail Days. ¼ page will be \$770. Moved by Jeremiah to print in AAA, seconded Lanna. All in favor, none opposed. Motion passed.

Discover US is local through the Star Herald. The cost is \$1,200. Died due to lack of motion.

Maly Marketing is giving 4 months of advertising for the cost of 3. The cost is \$7,200 and will focus on heritage history, farming, summer recreation and parks. Maly Marketing utilizes Google, Instagram, and Facebook. Discussion on using our local resources rather than Maly Marketing. It was suggested we support local people; they will bring perspective and have an emotional connection to this area. Our locals know our valley and seasons and would know how to promote our area.

Other comments were that the Eastern side of the state doesn't know how to promote our area and locals could have done it better. Concerns were voiced about missing out on advertising and who would run this advertising if it was done by locals. Somebody would need to be the coordinator for the local resources. Going with Maly Marketing was tabled. Additional discussion and options will be continued and the April meeting.

Discussed and considered the grant rating worksheet. It was suggested that rather than using a scoring system, answer with yes or no as to whether each requirement was met. It was moved by Jeremiah not to use the rating worksheet, seconded by Dave. All in favor, none opposed. Motion passed.

Discussed sponsorship for 9U Cal Ripken State Championship Game. It was discussed the event will bring people to our area.

Discussed Career Connections. Dave spoke regarding the summer interns. The program is free to non-profit and small businesses. They work with Facebook and Instagram. Some will work remotely; they will be available from May to August. Dave will share the interns with Tourism and the Fairgrounds. This program will include a \$500 Facebook credit.

Update on Rural Follows Outcome. It was on the Commissioner's last agenda. Will possibly review this program next year.

Brenda reminded everyone to look over the brochure. Deadline is March 20, 2021.

Next meeting will be April 14, 2021.

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

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, April 14, 2021

1:15 p.m.

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

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

Others Present: Brenda Leisy, Kim Lang, Charlie Knapper, Karla Niedan-Streeks (by Zoom), Kristen Wiebe, Aaron Raines, Lisa Rien.

Moved by Dan, seconded by Cher to approve the April 14, 2021 agenda with changes of adding American Rescue Plan Act prior to number 8 and the print campaign at the end. All in favor, none opposed. Motion passed.

Moved by Lanna, seconded by Dave to approve the March 10, 2021 minutes, January 2021 lodging tax report, March claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Kristen Wiebe presented Bicycle Trade Program. Bike routes would need to be in place prior to starting this program. Bicycling would promote a healthy lifestyle for local people and provide something for visitors to do. Would need a minimum order of 20 bikes at the cost of \$27,500. The cost would include solar docking stations, lock on bikes, 7 speed bikes with basket, software and updates. Once you sign up, you can use this bicycle program anywhere. Suggested locations Riverside Zoo, Regional West, Hampton Inn, WNCC, Fairfield, and Gering Convention & Visitor's Bureau. Could have interactive mapping and QR codes to see where you are at. This needs an organization that can take calls after hours. The organization would need to take the project as an entity applying for grant funds. This is not a profitable program but would make enough to repair the bikes and purchase new ones. An annual contract with Sonny's Bike Shop would then be secured. Rental fees elsewhere are \$3 for the first hour, \$2 for additional hours. Karla mentioned this is something that City of Gering has looked into. Suggested idea was a bike lane on 10th street. There

is a safety concern for the bikes on the roads and where there are no pathways. Could close the program during the winter months December – March.

Briefly discussed American Rescue Plan Act. Tourism can qualify for funds due to lost revenue over the last year.

Discussed and considered membership to the Western Trails Scenic and Historic Byway. Will operate under Oregon Trail Community Foundation. A minimum of \$2,500 is needed to create the operating fund. The Byway committee will need to collect \$500 in membership dues from each tourism entity. Due to Scotts Bluff County Tourism funds being frozen, this wouldn't be paid until after May 18, 2021. Currently there are approximately 20 people in attendance from 4 counties. Those participating include Nebraska Tourism Commission, National Park Services, Nebraska Game and Parks, Visitor Bureaus and museums. This committee will be able to apply for federal funds. Moved by Lanna to approve the \$500 membership dues, seconded by Cher. All in favor, none opposed. Motion passed.

Discussed and considered the math portion of the new marketing application. The new math portion does not work how it was written. It was questioned why we need to wean off the events since Tourism has never run out of money and most events won't be self-sustainable. Other comments were that Tourism is not a perpetual funding source. Discussion on 1 – 5 years, they can apply for what they want, maybe after 5 years they can only apply for a sponsorship. Possibly capping the sponsorship at \$2,500. Discussed the grandfathered events, they will need to report back to the Tourism Board every year. It was decided not to continue with the math portion of the application. No vote taken.

Discussed and considered grandfathered grants for 2021. These events would include Oregon Trail Days, Father's Day Classic Car Show and Sugar Valley Rally. They have already spent their money for the upcoming 2021 events. Brenda will send a letter before their events this year advising them in 2022 they will need to apply and report back to the Tourism Board. This will give them time gather the information needed when they apply next year. They need to be accountable for what is spent and provide where the money was spent. Suggestions were to remove the grandfather events. Moved by Dave to remove the grandfathered events from the 2022 budget, seconded by Lanna. All in favor, none opposed. Motion passed.

Discussed and considered the summer marketing digital campaign. As previously discussed there was a suggestion for getting locals to do this. Charlie did some checking with Bytes to see if they knew someone locally. At this time, Scotts Bluff County Tourism will continue working with Maly

Marketing. Will work with Maly marketing on the photo library, better quality is needed. The cost of the current photo library was \$900. Charlie with reach out to Steve regarding the photos and give them the expectations. Moved by Dave to continue the summer marketing with Maly Marketing, seconded by Cher. All in favor, none opposed. Motion passed.

Brenda mentioned the travel writer that will be here April 20th and 21st; cost will be no more than \$400.00. This will fall under marketing. Brenda also mentioned the brochure swap will be on May 18th and 19th.

Discussed and considered print campaign. Moved by Dave not to do the motel wrap, seconded by Cher.

All in favor, none opposed. Motion passed.

Brenda provided an update on Boys State Golf. She went to Lincoln last week to give the presentation, when they walked in they were congratulated on the Girls State Golf and what a great event it was. Brenda received a call on the way home that they were awarded the Boys State Golf event.

Next meeting will be May 12, 2021.

Meeting adjourned by Kim Johns at 4:01 p.m.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Monday, May 24, 2021

1:15 p.m.

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

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

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

Moved by Lanna, seconded by Dan to approve the May 24, 2021 agenda. All in favor, none opposed. Motion passed.

Moved by Jeremiah, seconded by Dan to approve the April 14, 2021 minutes, March 2021 lodging tax report, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Discussed and considered grant application for High Plains Riot. Jeremiah Gardner spoke about the event and the \$6,708.90 request for the burn out pad. In 2019 he moved the event to Scotts Bluff County Fair Grounds; previously it had been held at Weborgs. Jeremiah worked with the Ag Society on the location and pouring of the 55 x 55 cement pad. The pad was poured in August of 2019 and currently has not been paid for. Jeremiah mentioned the grant application was not presented to the Tourism Board prior to pouring the pad. The Board discussed this request meets the criteria for capital improvements but was received after the project was completed. Statutes need to be followed and the Board needs to be consistent with how the grants are awarded. Moved by Dave to deny the claim, seconded by Dan. All in favor, none opposed. Motion passed. Lanna abstained from voting.

Discussed and considered grant application for Robidoux Quick and Dirty. Aaron Raines spoke about the event and their marketing request in the amount of \$3,475 for the 2022 marketing year.

This year the riders were capped at 500 due to constraints of the weekend. Next year they are looking at 1,000 - 1,500 riders. In 2022 the event will be moved to Saturday; riders will then be staying here for two nights. Less than 40 riders are from 100 miles or less. This year they are hiring a videographer and 2 photographers. The estimated cost is \$3,450. Aaron Raines will do the videography. The cost will for 15 hours will be \$1,500. Tourism will be able to use the photos. Moved by Cher to approve the \$3,475 request, seconded by Dan. All in favor, none opposed. Motion passed.

Discussed and considered grant application for Monument Marathon. Alena Haun spoke about last year and their upcoming 10th year. Last year was record breaking registrants at 605; due to COVID, 45 runners deferred to 2021; 560 runners ran in 2020. This year they are hoping to reach 750 participants. Previously 15% of the participants completed the survey; last year 50% completed the survey. The Board requested they add an additional question about how the participant found out about Monument Marathon. PVC is the title sponsor with the amount of \$25,000, this year they gave an additional \$10,000. In 2020 Monument Marathon started doing additional social media and digital advertising. Geo fencing was started this year in South Dakota and Lincoln. With COVID they learned how to space the participants apart. They will now be able to grow this event up to 1,500.

The Board discussed that this is a good event that brings people here. Tourism has funded the event for the last 9 years. Geo-targeted races, CO runner marketing and social media blitz on the budget worksheet were discussed. Moved by Dave to approve \$5,125 for marketing, seconded by Cher. All in favor, none opposed. Motion passed.

Discussed and considered grant application for Celtic Gathering. Zach MacDonald spoke about the event to be held on June 26th. This will be the 4th year, should have been the 5th but due to COVID, the event was not held last year. Last event had 1,700 in attendance; estimating 2,500 for this year. This year the event will include Celtic Clans from Colorado, Nebraska and Wyoming. There will be vendors, entertainment and activities for the whole family. A local distillery, drums and bagpipes will be at the event along with The Killigans returning. No Highland games this year. Due to condensing this year's event, it will be only one day from 10:00 a.m. to 10:00 p.m. Advertising will target Wyoming, Northern Colorado and central Nebraska. Board discussed the good entertainment this event provides. Moved by Dan to approve the \$2,450 for marketing, seconded by Lanna. All in favor, none opposed. Motioned passed.

Discussed and considered grant application for The Panhandle Cup. Nate Rock spoke about The Panhandle Cup youth soccer tournament to be held in Scottsbluff on August 27-29 at the Landers Complex. The tournament will bring in 40 teams to our area. There will be 3 brackets, Gold, Silver and Bronze. Families will spend \$600-\$700 over the 3-day weekend. Hotels are offering discounts and vendors will be at the tournament. Last tournament in this area was in 2014. Interest in future tournaments from Front Range, Rapid City, Eastern Nebraska and Laramie with 150 teams, ages

ranging from 9 years old to 18 years old. Nebraska State Soccer promotes in Nebraska. The money requested through this grant will be used to promote in the Front Range and Black Hills. Marketing software, approximately 500 flyers to the coaches and social media will be used to market the event. Registration software also provides social media marketing. Board discussed this is a great event for our area and kids. Dan moved to table the request so Nate could complete the application, seconded by Lanna. All in favor, none opposed. Motioned passed. Brenda will assist Nate with the application.

Charlie spoke about doing a retreat out of town or here in town. Ideas were to invite other tourism directors, John Ricks or Star Leal, reps from motor coaches or other industries. This would be an opportunity to discuss the vision for Tourism and share ideas and not feel rushed to get back to work. Great ideas come out of these meetings. Brenda will do a doodle poll to see what month will work best for everyone. Discussion from Board was this is a good idea but opposed to holding this retreat out of town.

Karla spoke about the opportunity of a trolley. One has been located in New York and some discussion has taken place regarding a possible purchase. This would be used primarily for tourism. The trolley could also be used for other events when not being used by tourism.

Next meeting will be June 9, 2021.

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

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, June 9, 2021

1:15 p.m.

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

Board members present: Dave Wolf, Lanna Hubbard, Kim Johns, Cher Maybee, Jeremiah Gardner.

Absent: Shannon Brunner, Dan Morford

Others present: Brenda Leisy, Karla Neiden Streaks, Anthony Mason, Geoff Neminich, Nate Rock

* Charlies Knapper by Zoom

Moved by Cher, second by Dave to approve the June 9th, 2021 agenda. (added to talk about the future location for the meetings)

Moved by Dave, second by Cher to approve the May 24th, minutes.

No additional claims

Discussed and considered grant application for the Riverside Discovery Zoo Splash Pad upgrades.

Anthony talked about how the splash pad area needs repair and updated. The pad was built in 2009 and is a popular item, but the concrete is stained and worn. He wants to add features and seating area. We also talked about the wording for signage at any funded place. Want to put that on our agenda for July to change the wording for our improvement grant. We considered that its not just heads in beds. Moved by Dave, second by Cher that we grant \$12,000.00 specifically for

-Splash pad anti-slip safety coating

-New fencing and lighting features

-Mechanical upgrades

No other receipts will be accepted. Also, we need signage stating that lodging tax paid for it.

Discussed and considered grant application for the 23 Club Baseball complex. We had granted \$60,000.00 to them in 2019. The complex is nearly complete, and they are having their first tournament on Father's Day weekend. Geoff said they were \$43,000.00 short for the completion of Phase 1. Can be used now but would be nice to finish. Phase 2 is basically to put up new lights. Moved by Jeremiah, second by Cher to grant the \$40,000.00 to the 23 Club.

Discussed and considered the Panhandle cup soccer tournament. The date is August 1st, 2021. Nate is asking to receive \$4650.00 for marketing the event. Motion by Lanna, second by Jeremiah that the grant approved for \$4650.00.

We need to discuss how our signage or plates should be to give us credit.

Visited about receipts for capitol improvements should not be dated for before the application grant, but marketing grants should be accepted for the calendar year of the event.

Tabled elections until July. Need to look at by laws for term limit for president.

Discussed about using the conference room at the Legacy. We think it should be included in the rent.

Talked about the retreat. Half day afternoon and half day morning. Meeting adjourned at 3:35 p.m.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, July 14, 2021

1:15 p.m.

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

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

Others Present: Brenda Leisy, Kim Lang.

Moved by Cher, seconded by Jeremiah to approve the July 14, 2021 agenda with a modification of adding brochures right after #5. All in favor, none opposed. Motion passed.

Moved by Dan, seconded by Cher to approve the June 9, 2021 minutes with the correction of adding Charlie was in attendance via Zoom to the June 9, 2021 minutes, April lodging tax, claims, and correspondence. All in favor, none opposed. Motion passed.

No additional claims.

Jim has resigned from doing the local brochure fulfillment. Brenda and her mom did it prior to OT Days and will do it one more time; will need to find someone to do the job. There is a list of all the stops, spring to fall will be the busiest months. Pay is approximately \$300 per month. Brenda will email the list of stops to the Board.

Discussed and considered Capitol Improvement grant for Legacy of the Plains Museum/Bugs for Bushels. Dave spoke regarding the project. Phase 1 is done except for the irrigation part. All 5 crops are in. Previously this was wheat. Beans and beets will be the highlighted crops. This will be used for education. Pollination for different seasons. Irrigation didn't previously get done, requesting \$2,100.00. Previously asked for \$5,600, spent \$3,400 on plants and fabrication. Cost was under what was proposed. Will put in separate watering zones for each of the crops. Each year crops will be showcased. Board discussed this is a good investment, this is long term, has beautification and

provides education. Moved by Jeremiah to approve the \$2,100 grant, seconded by Lanna. All in favor, none opposed. Motion passed.

Discussed and consider Promotional Grant for High Plains Riot. This will be the 10th year for this event. Expecting attendance to be equal to or better than the 2019 numbers. This year it will be week-long event. Organized cruises within 100 miles will showcase our area. Jeff with Nspire contacted Jeremiah, will have a \$300 ¾ page ad insert. With all the activities this year, there will be an itinerary; layout is similar to the OT Days flyer. Sponsors giving \$1,500 or more will be on the t-shirts. Discussion on asking Nspire about the ad reaching Omaha area. Additional discussion regarding the good outreach Nspire has and that no cash receipts will be accepted; must have a money order or cashier's check. Moved by Dave to approve the \$6,050 grant request, seconded by Lanna. All in favor, none opposed. Motion passed.

Discussed and considered Sponsorship for High Plains Riot Flat Track Extravaganza. This year the Flat Track Extravaganza will be a new event to help celebrate the 10th year. Scotts Bluff County Tourism would be the sole advertised sponsorship. Drivers will get to test the track first. There will be a charge to get in, kids will be free. Music and food trucks. Possibly will do again next year. Discussion that this would be a great promotion having this dedicated to Scotts Bluff County Tourism. Concerns that sponsorships have never been over the amount of \$2,500 and are not public knowledge. Money can't be used for salary, food, alcohol, postage, giveaways. Jeremiah will need to provide details on what the money will be spent on. Previously sponsorships were given to OWBF Nationals, Girls State golf, horseshoes and the shooting competition. Concerns regarding additional people wanting sponsorships. This money comes from enhancements; there will not be enough money in that line item and will need to update the line item. Brenda will reach out to other Tourism Bureaus regarding sponsorships. Moved by Cher to approve the \$5,000, seconded by Lanna. All in favor, none opposed. Motion passed.

Election of the Officers was discussed. Kim provided information from the by-laws. Each term is four years, not serving for more than 8 consecutive years and no officer shall serve in the same capacity for more than two consecutive two-year terms; election should be held the first month of the year. Election of Officers needed to be held so the Board would be compliant. Discussion on terms that were ending soon and moving the retreat to spring so the new members could attend; additional discussion on how to advertise for new members. Moved by Jeremiah to nominate Dave as the Chair and Kim as the Vice Chair, seconded by Cher. All in favor, none opposed. Motion passed. Moved by Cher to nominate Jeremiah as the Secretary, seconded by Lanna. All in favor, none opposed. Motion passed.

Kim requested the Board terms be list in the minutes.

Dave Wolf: First 4 year term January 2015 - December 2018; Eligible for a second term January 2019 - December 2022

Lanna Hubbard: Finished Glen Lussetto's term ending 2018;

First 4 year term January 2019 - December 2022; Eligible for a second term January 2023 - December 2026

Shannon Brunner: First 4 year term January 2015 - December 2018; Eligible for second term January 2019 - December 2022

Jeremiah Gardner: Finished Steve Frederick term ending December 2016

First 4 year term January 2017- December 2020; Eligible for second term January 2021 - December 2024

Cher Maybee: Finished Anne James term ending December 2018

First 4 year term January 2019 - December 2022; Eligible for second January 2023 – December 2026

Kim Johns: Finished Rick Keller's term ending December 2016

First 4 year term January 2017 - December 2020; Eligible for second term January 2021 – December 2024

Dan Morford: Term never expires

Discussed grant changes for the Grandfathered events. It was discussed if the Boards wanted to put a grant limit amount on the grandfathered events. Moved by Jeremiah to remove the line items for the grandfathered events and they will need to apply every year, seconded by Dave. All in favor, none opposed. Motion passed.

Discussed Board Retreat for October 2021. Due to election of new members in January, the retreat needed to be moved until after January. Kim will contact Charlie.

Brenda gave a marketing update on Maly Marketing and spoke about Gering Bakery receiving great comments and feedback from the ad; March and April were the two best months for Scotts Bluff County; hits from Colorado (Denver, Aurora, Colorado Springs) and Eastern Nebraska.

Next meeting will be August 11, 2021.

Meeting adjourned by Kim Johns at 3:33 p.m.

Scotts Bluff Area Visitors Bureau

Zoom Meeting

Wednesday, August 11, 2021

1:00 p.m.

Meeting was called to order at 1:14 p.m. by Dave Wolf.

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

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

Moved by Jeremiah, seconded by Shannon to approve the August 11, 2021 agenda. All in favor, none opposed. Motion passed.

Moved by Kim, seconded by Jeremiah to approve the July 14, 2021 minutes, May lodging tax, claims, and correspondence. All in favor, none opposed. Motion passed.

No additional claims.

Discussed and considered member's terms and board retreat. At last month's meeting it was discussed a few of the member's terms would be ending and it would be best to move the board retreat to next year. After terms were reviewed, no members will be leaving at this time. The retreat will be held October 7th and 8th. Dave, Brenda and Charlie will put the retreat together. Karla requested a copy of the Board roster; Brenda will send her a copy.

Discussed and considered website committee/meet quarterly. Brenda discussed putting a committee together to review and update the website. Needs to be tourism oriented, not a business directory. The tourist attractions are getting lost with all the other information. The chain restaurants need to be removed. It was mentioned that if tourists are looking for chain restaurants or grocery stores they will Google that information. Jeremiah will keep the Mitchell and Morrill information updated on the website. Brenda suggested Shannon, Jeremiah and Kim Lang be on the website committee.

Marketing Update – Numbers for July are strong, Facebook is soaring, website is down a bit.

Dave gave an update on the Legacy. They will start doing podcasts. He will send them to the group.

Shannon spoke about the Studebaker Club and mentioned this has been their biggest July. Visitors continually ask where they can buy souvenirs.

Karla spoke about 2 motor coaches; they bring \$10,000 per day. They will not be coming to our area due to COVID-19 vaccine rate.

Discussion on upcoming retreat. Charlie would like everyone to have an hour to present; there will also be fun activities, trust activities and a debriefing.

Jeremiah invited everyone to his event.

Discussion on previous sponsorships. Brenda will reach out to other Bureau's. Will discuss at next meeting.

Next meeting September 8, 2021.

Meeting adjourned by Dave Wolf 2:02 p.m.

Scotts Bluff Area Visitors Bureau

South Commissioners Room

Wednesday, September 8, 2021

1:15 p.m.

Meeting was called to order at 1:47 p.m. by Kim Johns.

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

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

Moved by Jeremiah, seconded by Cher to approve the September 8, 2021 agenda. All in favor, none opposed. Motion passed.

Reviewed notes, no vote was taken to approve the August 11, 2021 minutes, June lodging tax, claims, correspondence and director's report.

No additional claims.

Discussed and considered event/sport incentive added to grant application. With the update three options are now available; marketing, events and sport incentive or a combination of all three. The statement "no cash receipts" will be added to the application. Moved by Jeremiah to approve the update to the application and statement "no cash receipts", seconded by Cher. All in favor, none opposed. Motion passed.

Brenda provided an update on grandfather events. Certified letters were sent; Brenda has not heard back from Sugar Valley Rally.

Discussed and considered Board Retreat. The Board discussed moving the meeting to December and shortening the meeting, 8 hours was too long. Need a purpose, goal, what needs to be accomplished at this meeting. It was suggested reviewing what the Board has done right, what the

Board has accomplished, learned and what they need to do going forward and making a game plan. Kim Johns will reach out to Charlie.

Marketing Committee: Kim Lang, Brenda, Jeremiah and Shannon met to review the website. The committee suggested to remove all chain restaurants, add a summer tab, winter tab, new to the area tab. Need to showcase more of our area, add current photos, and change the order of how the hotels are listed. Suggestions from the Board was to add an event calendar, also add Bands on Broadway, cruise night, and the Christmas parades.

Next meeting October 13, 2021 at the Legacy of the Plains Museum.

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

Scotts Bluff Area Visitors Bureau

Zoom Meeting

Wednesday, November 10, 2021

1:15 p.m.

Meeting was called to order at 1:20 p.m. by Dave Wolf.

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

Others Present: Brenda Leisy, Kim Lang, Charlie Knapper.

Moved by Lanna, seconded by Dan to approve the November 10, 2021 agenda. All in favor, none opposed. Motion passed.

Moved by Kim, seconded by Dan to approve the October 13, 2021 minutes, August 2021 lodging tax report, October/November claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Discussed reimbursement portion of the promotion grant. Previously it was requested by Jeremiah we clarify the cash receipt requirements. Brenda updated the wording on the grant. Board requested to remove "if cash is used for payment" and add a comma after the word receipts.

Discussed and considered Capital Improvement Grant for Midwest Theater. Billy Estes wasn't unable to be at the meeting to present his request for the Midwest Theater Marquee & 75th Anniversary Projects. The project includes replacement of the marquee that has weather and fire damage, lobby murals and repair to the terrazzo flooring. Grant request is for \$50,000. If Tourism awards the \$50,000, Billy has someone that will match that \$50,000. The Board discussed the repairs; this is a historical landmark, repairs need done. Board would like to see some numbers; Charlie mentioned the bike race will be using the facility next year. It was suggested that Brenda sends a letter of commitment for the \$50,000. Moved by Lanna to approve the \$50,000 with the

contingency that he raises the money to do the restoration projects, seconded by Cher. All in favor, none opposed. Motion passed.

Brenda gave an update on Sports Nebraska membership dues. The first year \$250 will be due, after attending meetings for the first year; yearly dues will be \$1,000. Sports Nebraska have been around for many years. Sports Nebraska will attend large events and do all the marketing. Current issue has 11 communities; nothing west of North Platte. We now have many things to offer such as soccer, baseball, biking, hiking, fairgrounds, old airfield and the marathon. The Board would create a sports council/sports activities commission that would be an umbrella under the Visitor's Bureau. Possibly do press release to get interested participants. Important to get people from all the sporting industries. Board would review and make selections to form the committee. Was suggested from the group to see if the whole membership could be prepaid. Moved by Kim to pay the membership, seconded by Lanna. All in favor, none opposed. Motion passed.

Brenda spoke about the 2021-2022 budget. Budget committee (Brenda, Kim and Dave) met to review the budget. Need to do a new travel brochure. PVA expenses include pad maps, color books, circle tours. Pad maps will need updated. It was mentioned the Cheyenne bill board needs replaced, was suggested to use a new picture. Cost is \$1,000 – \$2,000 for a new billboard. Bayard currently has the newest billboard. Moved by Cher to adopt the budget, seconded by Kim. All in favor, none opposed. Motion passed.

Brenda discussed the December 15th retreat. Regular meeting will be at 1:15. From 1:15 - 2:15 will be the regular meeting; 2:30 - 3:00 successes/what are we doing right, 3:00 - 3:30 speaker from industry will speak, 3:45 - 5:00 update current strategic plan/sports. Meeting for the big thinking session will begin at 5:15 in the meeting room at the Union. Spouses are invited.

Brenda completed the ARPA funds application. Interns could be used for marketing.

Next meeting will be December 15, 2021 at 1:15 the Legacy of the Plains Museum; big thinking session will begin at 5:15 at the Union meeting room.

Meeting adjourned by Dave Wolf 2:51 p.m.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, December 15, 2021

1:15 p.m.

Meeting was called to order at 1:19 p.m. by Dave Wolf.

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

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

Moved by Dan, seconded by Cher to approve the December 15, 2021 agenda. All in favor, none opposed. Motion passed.

Moved by Cher, seconded by Lanna to approve the November 10, 2021 minutes, September 2021 lodging tax report, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Discussion regarding updates and successes:

2019 Eastern Nebraska travelers, Colorado visitors making day trips and return trips.

Mystery bus group tour in October; they do not know where they are going. Bus trips, 44 trips per year, average age 57-90 plus; average \$9,000 spent for a day and a half visit. Site inspections will be in March 2022. 35% of the motor coach industries have closed. Karla will be attending Bus Market Place in Texas. Eight going from Nebraska; Karla currently has 17 appointments scheduled.

Best months in 2020 were March, April, June and July. Bounce back quicker than expected. Travelers picked their destination by following the nice weather. Visitation was from states that usually don't visit. Digital marketing with Maly was huge.

Adding the sports market to the grant will help; the mentor program is also a great addition. Need to find a way to get the word out about tourism funds and the mentorship. Maybe do a workshop during Tourism week. Do a press release January or February with feedback from groups that have received tourism funds. Need to get the word out on social media. Karla and Brenda mentioned setting up community texting for events. Brenda spoke about getting the Rural Fellows program started.

Discussion on getting the bill board wording and pictures updated. Need to have one of them sports oriented.

Brenda gave update on winning a Marketing Grant. Only the top 10 contributing counties could apply. Money will be used for the trail maps, group travel and sports.

American Solar Car Challenge will be here July 11th and July 12th. Tourism could provide a meal.

Lanna gave an update on the 2nd Annual New Year's Beef Bash.

Dave gave an update on the second phase of their Capital Campaign for the Legacy. Some of the projects include paved walking path, outdoor play ground, log cabin, 2nd building to house industrial equipment, and railhead exhibit. Need to make this a place where visitors want to stay another day to see everything. Create a package for the leisure market to get them to return.

Discussion on updating Strategic Plan:

Current mission statement is ok, no change needed.

1. Add community; educating the Board. Change time line to ongoing, change to quarterly, not monthly. Invite professionals quarterly.

2. Add mentorships; add bullet point to promote sports incentives program. Make a bullet point for Annual Meeting.

3. Nebraska collects numbers and uses them; we get numbers from websites and local events; maybe reach out to KNEB and Star Herald and give them the numbers and updates or invite them to a special meeting; invite City Officials, Elected Officials; update them on why Tourism is here and what we do.

4. Need updated data. Interns will do a study on ages coming to this area, get data on reason the visitors are here and how did they find out about us; add bullet point for interns to survey ages, review target market. Need to market to the leisure traveler.

5. Need a list of the private guides.

6. New; number 6 will be Sports. Will need to form an Activities Counsel.

Guest speaker Betsy Eckhardt, Parks and Recreation Coordinator in Columbus Nebraska spoke about the Sports Nebraska Guide. Sports Nebraska Guide represents Nebraska as a whole and are advocates for the smaller towns. They go to the conferences and hand out the guides. They help with the connections and contacts. Meetings are in person quarterly, once per month by Zoom. We need to advocate for ourselves and speak up. Will need to form a Sports Council with about 7 members made up of anyone involved in sports, restaurant owners, and hotel owners. Will need to meet quarterly. Other sports to consider, archery, corn hole (make it an event); pool tournaments (add a beer garden or car show). Corn hole can bring in 100-300 people, pool tournaments can bring up to 300 people. Biggest downfall will be your capacity and they will ask a lot of you. Columbus has been with Sports Nebraska for 3 years. Reach out to Nebraska Sports Council for assistance. Due to location, consider including Cheyenne and the Denver area for our events.

Next meeting January 12, 2022 @Legacy of the Plains Museum.

Meeting adjourned after additional discussion at Union meeting room.