

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, January 12, 2022

1:15 p.m.

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

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

Others Present: Brenda Leisy, Kim Lang, Chuck and Mayra Heeman, Connie Ernest.

Moved by Jeremiah, seconded by Lanna to approve the January 12, 2022 agenda. All in favor, none opposed. Motion passed.

Moved by Kim, seconded by Cher to approve the December 15, 2021 minutes, October 2021 lodging tax report, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Discussed and considered Sponsorship for Western Nebraska Pioneers Baseball. Chuck Heeman spoke on behalf of the Pioneers. They are starting their 5th season here in Gering. Chuck and Mayra said the community has made this successful. 15% of the crowd is from outside of the community; Chuck points them to the Tourism website for information. They are now part owners with North Platte. July 2, 2022 the U.S. Military All Stars will be here; \$1,500 to sponsor the team. Pioneers will have special jerseys; the proceeds will go to the Veteran's Home. Sponsorships include tickets, signage and advertising. U.S. Military All Stars will have a kid's camp and go out and meet people. Board discussed the different sponsorships. Could use the tickets as promotional items; encourage hashtags to win tickets; maybe give tickets to Casper and North Platte to bring them here; make packets with meal discounts or possibly give party decks to Casper and North Platte to get them here. Suggested to do the triples; one here, one in Casper and one in North Platte. Bigger billboards at Casper and North Platte, smaller one here, possibly give tickets away to host families, give the party decks to the teams. Moved by Jeremiah to do 3 of the Triples for 3 years at a cost of

\$13,000, up to \$15,000 and do the U S Military All Stars; seconded by Cher. All in favor, none opposed. Motion passed.

Discussed and considered the cost for March FAM Tour Group. Brenda gave an update on the tour. Everyone in this group is a tour guide. There will be approximately 16 with this tour. March 25th they will go to Chimney Rock. Lunch will be at the Flyover, supper will be at the Legacy where a chuck wagon dinner will be served. Morning of the 26th they will have breakfast at Weborg's then head to Kimball. CVB will pay for the supper. Michael Collins put this together and he picks the hotel they stay at for this March group. The tour groups which are retired age will pick where they stay; they collect rewards so they mostly stay at Holiday Inn. Moved by Lanna to approve the cost associate with the March FAM tour, seconded by Cher. All in favor, none opposed. Motion passed.

Discussed and considered Public sector voting for Western Nebraska Tourism Coalition (WNTC). Previously Brenda and the Chair have been the public vote. CVB (Karla) is the private vote. Twenty counties are part of WNTC. Proceeds go to market the western part of the state. WNTC meets every other month. Moved by Cher to recommend Brenda and Dave as the public sector vote, seconded by Kim. All in favor, none opposed. Motion passed.

Continued discussion on the 2022 Strategic Plan. Brenda made the updates that were discussed at the last meeting. It was suggested to have a meeting quarterly, include event planners, hoteliers, and do a press conference. Will invite Star-Herald to February meeting. Charlie mentioned City of Scottsbluff and the possible tax for the new aquatics center and the Board assisting with calls. Possibly invite City of Scottsbluff (Jordan and Dustin) to the March meeting to discuss LB57. Brenda attended the first Sports Nebraska meeting.

Dave gave update on goals to keep visitors here longer.

Jeremiah gave update; bringing back the rat rod tour, will start here in 2023.

Lanna is looking for new ideas for the 135th fair such as rough stock rodeo, bingo, or a scavenger hunt.

Next meeting February 9, 2022 @Legacy of the Plains Museum.

Meeting adjourned at 3:15 by Dave Wolf.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, March 9, 2022

1:15 p.m.

Meeting was called to order at 1:18 p.m. by Dave Wolf.

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

Others Present: Kelly Zwetzig, Trevor Teichroeb, Cynthia; Brenda Leisy, Kim Lang, Charlie Knapper (by Zoom), Alena Haun.

Moved by Jeremiah, seconded by Kim to approve the February 9, 2022 agenda. All in favor, none opposed. Motion passed.

Moved by Kim, seconded by Shannon to approve the January 12, 2022 minutes, November 2021 lodging tax report, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Training: Kelly Zwetzig from Trails West Media Group (an arm of the Start Herald) spoke on behalf of their marketing options. With targeted display you build your brand and your target to reach your ideal customer. Data driven marketing will increase your ROI; 6 out of 10 would rather watch an online video, connected TV targets your audience with commercials on their TV devices, ads can also be ran on Amazon OTT placements such as IMDbTV and twitch. With GEO fencing, dates, times and location can be set for advertising.

Discussed and considered promotional grant for the Monument Marathon. Alena Haun spoke about the 2022 marathon and their \$25,940 request. Budget for marketing has grown with the increase in digital marketing. The race will be marketed from March to race day. The five year average is 536 runners; this can be tripled, just need to get the people here; the goal is 650-700. Runners pick up their packet the night before; they will need to spend at least one night. Families bring their friends for the 5K. Board discussed the request, can Tourism use the new Monument Marathon video, all printing is done in house, last year they were given \$5,125.00. Moved by Cher to approve \$5,000 for marketing, seconded by Kim. All in favor, none opposed. Motion passed.

Discussed and considered lighting project for Landers Memorial Soccer Complex. Nate Rock spoke on behalf the lighting project and the \$150,000 request. The soccer complex was built in 2001; no improvements have been made since then. City owns the land. Bathrooms and lighting are needed. City of Scottsbluff is looking into the bathrooms. Without lighting, hours of play are limited. Currently they have \$100,000; \$300,000 is needed. They will also reach out to the College and High School for additional funds. Six poles will be needed for the lighting. They will also visit with NPPD. Board discussed the need for lighting; players could then play into the evenings. Moved by Lanna to approve \$50,000 for lighting in phase one, seconded by Cher. All in favor, none opposed. Motion passed.

Brenda gave an update on Western Nebraska Pioneers deal. The package is \$15,000 and will include the Red, White and Blue game. 6/2/22, Casper will be here; 7/1/22, North Platte will be here.

Brenda gave an update on the Rural Fellows Application. Lanna and Dave will attend the training on May 23, 24 and 25. This is during Boy's State Golf.

Dave invited everyone to the Legacy open house.

Pad map updates are in the works, will be ready to print before May 1st.

Next meeting will be March 9, 2022 @ Legacy of the Plains Museum.

Meeting adjourned at 3:30 by Dave Wolf.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, March 9, 2022

1:15 p.m.

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

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

Others Present: Anthony Mason, Colleen Johnson (by Zoom), Dave Hoxworth, Brenda Leisy, Kim Lang (by Zoom), Charlie Knapper (by Zoom), Karla Niedan-Streeks.

Moved by Kim, seconded by Dan to approve the March 9, 2022 agenda. All in favor, none opposed. Motion passed.

Moved by Shannon, seconded by Kim to approve the February 12, 2022 minutes, December 2021 lodging tax report, claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Anthony Mason provided the annual Zoo report. The zoo had 58,538 visitors in 2021. They track zip codes; saw the biggest increase of visitors from Wyoming. Did more advertising in Cheyenne. Continual growth in memberships; saw a huge surge in 2021. New pop up child museum will be open year around, the new theme each month keeps visitors coming back. Will be adding padding to the museum floor in the future. New animals and babies arriving this summer. The zoo did a super bowl pick and it was shared by media around the world. On free day they had 1,000 to 1,800 visitors. They continue to do their yearly Spooktacular and Wild Light fundraisers. Easter egg hunt planned for April. Zoo upgrades planned for 2022.

Discussed and considered Event Incentive for Old West Balloon Fest. Colleen Johnson spoke regarding the \$12,500 request. The prize money will be awarded to the Nationals pilots; every pilot gets a money award. Total prize amount needed is \$25,000. If Tourism awards \$12,500, OWBF will match the \$12,500. OWBF is adding a few new events this year such as a corn hole tournament and silent auction fundraiser at the meet & greet. License plates will be tracked at the launch, last year they were tracked at the glow. Parking passes will have coupons; handicap parking and 4-wheelers will be available. Board discussed the pilots eat at all our local places, not the chain restaurants. Due to Covid, we had the pilots here four years. The past three years OWBF received \$2,500 each year. Moved by Cher to approve the \$12,500, seconded by Shannon. Dave Wolf, Lanna Hubbard, Shannon Brunner, Dan Morford, Cher Maybee in favor. Kim Johns opposed. Motion passed.

Discussed and considered Sports Incentive for Boys Class B State Golf Tournament. Dave Hoxworth spoke on behalf the tournament and the \$6,000 request. The money helps pay the fees needed for the NSAA Officials mileage and hotel stay over the next three years. He was approached about doing the state golf tournament. Boy's state golf was awarded and will be here for the next three years starting this May 2022. Kids and their families will travel here before the tournament to play the golf courses. Board discussed this could be long term and additional people will be traveling with the boys. Moved by Cher to approve the \$6,000, seconded by Kim. All in favor, none opposed. Motion passed.

Discussed and considered Event Incentive for Nebraska State Horseshoe Tournament. Brenda spoke on behalf of the \$1,000 request. They are able to bid this every 3 to 4 years; the tournament travels around central and eastern Nebraska. No advertisement is needed for the event. Event will bring in 100-150 people. Moved by Kim to approve the \$1,000, seconded by Cher. All in favor, none opposed. Motion passed.

Brenda spoke about the price increases for the billboards. The Chadron billboard is shared with Kimball. It was suggested to keep the one in Burns; people can change their plans and heard this way. Other suggestions were the billboard money could be utilized elsewhere. Moved by Kim to not renew the billboard contracts, seconded by Shannon. All in favor, none opposed. Motioned passed.

Cher gave an update on grant funds for the Community art district.

Brenda gave an update on the Scottsbluff caboose. The caboose was given to Scotts Bluff County for Tourism use back in 1997. City of Scottsbluff wants the caboose moved. This will go to the commissioners.

Next meeting will be April 13, 2022 @ Legacy of the Plains Museum.

Meeting adjourned at 3:14 by Dave Wolf.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, April 13, 2022

1:15 p.m.

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

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

Others Present: Judy and Loren Hoatson, Brenda Leisy, Kim Lang, Sean Boyd, Riley Haug.

Moved by Kim, seconded by Shannon to approve the April 13, 2022 agenda with the addition of the High Plains 2021 Grant discussion after #10. All in favor, none opposed. Motion passed.

Moved by Jeremiah, seconded by Kim to approve the March 9, 2022 minutes, January 2022 lodging tax report, March claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Received an update from Sean Boyd with Global Gaming regarding the horse track and casino. Currently Nebraska has 6 horse tracks; it's possible to have up to 8 or 9. As of 4/13/22, LB 876 made it through; a state wide study regarding horse tracks will be done, they have until 2025 to complete the study. The commission will do a public hearing once the study is done, would be at least one year from now. Once a horse track is built, this will allow the casino to be built. Casinos are more secure than a bank. The Scotts Bluff County site stood out when they were looking for sites due to easy access and good infrastructure. Casino will be around 40,000 square feet with 600 slots (not like the skill games), 3 card poker and roulettes along with a small restaurant that will seat about 60. Business for local owners will increase. City of Gering has been great, Stinner has spoken in favor. Staffing will require three full time shifts and two swing shift; approximately 150 employees will be needed. Friday, Saturday and Sunday will be the busiest. Part time wages \$15-18, tipped positions could earn up to \$40,000. Full time wages and management will be \$50,000 and up. 90% of the income will come from the slots. Four hours is the average time someone sits at the slots. Currently they have 20 casinos in populations of 20,000 and under. Sean recommended checking out Sulfur and Duncan Oklahoma casinos. Housing will be a problem; they will work with local housing.

Discussed and considered Father's Day Classic Car Show. Judy and Loren Hoatson spoke regarding the \$6,000 request. The event will be held June 17 & 18. This will be the 23rd year for the event. The event brings in over 300 cars; this year they are planning for 325. Over 600 owners attend this event. Seven to ten states represent these cars. The car club is very thankful for the grant money each year; this keeps them out of the red. Moved by Kim to approve the \$6,000 request, seconded by Lanna. All in favor, none opposed.

High Plains Riot 2021 Grant discussion. Jeremiah spoke regarding his 2021 request. He never turned in his receipts for 2021, would like to know if Tourism would accept the receipts now. He will be back next month with his 2022 request. Board discussed receipts need to be turned in within 60 days. He did receive a \$5,000 sponsorship in 2021. Moved by Dan to deny the High Plains Riot 6 month extension, seconded by Shannon. Dave Wolf, Shannon Brunner, Dan Morford, Kim Johns in favor, none opposed. Lanna Hubbard abstained.

Discussed and considered event incentive for Champions Challenge. Riley Haug spoke on behalf of the event and their \$15,000-\$20,000 request. The goal is to get a rodeo back in Scotts Bluff County. The August 1st event will have the top rodeo professionals. Cervi Championship Rodeo will provide the stock. The Cowboy channel will broadcast the event if internet is available from the rodeo; Vista beam is checking into getting the internet connected. A crew will come and set up the event. Aulick is the main sponsor. Champion Challenge would like to give back \$10,000 to the local FFA; funds will come from the ticket sales. Tickets will be \$20 each. The cost for contestants will be \$100-\$200. Top contestants will go to the finals. Board discussed Tourism will do a check presentation and will need to be added to the list of sponsors. Moved by Kim to approve \$20,000, seconded by Jeremiah. Dave Wolf, Shannon Brunner, Dan Morford, Kim Johns in favor, none opposed. Lanna Hubbard abstained.

Dave gave an update on the Legacy and their campaign. This is a 5 year plan. They will make a few changes to the buildings. Currently they have \$250,000 pledge and \$50,000 to \$60,000 cash on hand. Looking at getting the cabin moved, 22,000 visitors last year, need to get people to stay longer.

Brenda and Karla met with hoteliers and started a Lodging Association.

Brenda mention the pocket maps, excited for them to come out, cost has increased.

Brenda, Dave and Charlie met with Maly in Lincoln.

Next meeting will be May 11, 2022 @ Legacy of the Plains Museum.

Meeting adjourned at 3:40 by Dave Wolf.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, May 11, 2022

1:15 p.m.

Meeting was called to order at 1:18 p.m. by Dave Wolf.

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

Others Present: Bill Peters, Mike Minzey, Brenda Leisy, Kim Lang, Karla Niedan-Streeks.

Moved by Cher, seconded by Jeremiah to approve the May 11, 2022 agenda. All in favor, none opposed. Motion passed.

Moved by Cher, seconded by Jeremiah to approve the April 13, 2022 minutes, February 2022 lodging tax report, April and May claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Discussed and considered grant for Oregon Trail Days. Mike Minzey and Bill Peters spoke on behalf of the event and their \$10,000 request. This will be the 101st year for the event. They are expecting 40,000 people over the four day event from July 7th to July 10th. Last year 20 states were represented. People from the east coast to the west coast come to Oregon Trail Days. There are events for all ages and many events are free. Family reunions and class reunions are held during Oregon Trail Days. 17,000 brochures will be printed; Karla will take brochures to the brochure swap next week. Approximately 471 rooms/spaces are taken during OT Days. The hotels are full. The OT committee reaches far beyond 100 miles. The Board discussed the need of getting the website updated, getting the brochures sent out earlier and increasing social media. The social media campaign should be throughout the whole year. Moved by Jeremiah approve the \$10,000 grant along with a letter of recommendations, brochures need to be printed and ready by May 1st, the website needs to be updated in the 1st quarter, social media updated throughout the year, seconded by Kim. All in favor, none opposed. Motion passed.

Discussed and considered High Plains Riot grant. Jeremiah spoke on behalf of his event that will be held August 15th to August 21st and his request of \$9,925. This will be the 11th year for the event. Last year was the first week-long event and was very successful. 17 states were represented and he received national support.

The week-long event showcased the whole area during their cruises. By adding the week-long event this gives the event more room to grow. Last year a dirt track was also added, which was sponsored by Tourism. Saturday will be the main show. People stay in hotels and camp while they are here. Board reviewed the restrictions listed on the grant application. Moved by Cher to approve the Fair Grounds, Rat Rod Magazine and Prize Money in the amount of \$9,925. All in favor, none opposed. Motion passed.

Board suggestions were to create and add a restrictions page to the grant application; review the wording regarding the 10% marketing requirement; future grants need to include the full budget then separated out by promotion, events or sports. Tourism needs to be recognized as a funding partner on printed materials.

Brenda thanked everyone that played at the softball game, it was a fun game.

Tourism week went great. Karla Niedan-Streeks presented the 2022 Gering Community Volunteer Buddy Award to Dan Morford.

Dave mentioned his assistant will be starting in two weeks.

Two Rural Fellows will be here in a few weeks.

Next meeting will be June 8, 2022 @ Legacy of the Plains Museum.

Meeting adjourned at 3:06 by Dave Wolf.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, May 11, 2022

1:15 p.m.

Meeting was called to order at 1:18 p.m. by Dave Wolf.

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

Others Present: Bill Peters, Mike Minzey, Brenda Leisy, Kim Lang, Karla Niedan-Streeks.

Moved by Cher, seconded by Jeremiah to approve the May 11, 2022 agenda. All in favor, none opposed. Motion passed.

Moved by Cher, seconded by Jeremiah to approve the April 13, 2022 minutes, February 2022 lodging tax report, April and May claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Discussed and considered grant for Oregon Trail Days. Mike Minzey and Bill Peters spoke on behalf of the event and their \$10,000 request. This will be the 101st year for the event. They are expecting 40,000 people over the four day event from July 7th to July 10th. Last year 20 states were represented. People from the east coast to the west coast come to Oregon Trail Days. There are events for all ages and many events are free. Family reunions and class reunions are held during Oregon Trail Days. 17,000 brochures will be printed; Karla will take brochures to the brochure swap next week. Approximately 471 rooms/spaces are taken during OT Days. The hotels are full. The OT committee reaches far beyond 100 miles. The Board discussed the need of getting the website updated, getting the brochures sent out earlier and increasing social media. The social media campaign should be throughout the whole year. Moved by Jeremiah approve the \$10,000 grant along with a letter of recommendations, brochures need to be printed and ready by May 1st, the website needs to be updated in the 1st quarter, social media updated throughout the year, seconded by Kim. All in favor, none opposed. Motion passed.

Discussed and considered High Plains Riot grant. Jeremiah spoke on behalf of his event that will be held August 15th to August 21st and his request of \$9,925. This will be the 11th year for the event. Last year was the first week-long event and was very successful. 17 states were represented and he received national support.

The week-long event showcased the whole area during their cruises. By adding the week-long event this gives the event more room to grow. Last year a dirt track was also added, which was sponsored by Tourism. Saturday will be the main show. People stay in hotels and camp while they are here. Board reviewed the restrictions listed on the grant application. Moved by Cher to approve the Fair Grounds, Rat Rod Magazine and Prize Money in the amount of \$9,925. All in favor, none opposed. Motion passed.

Board suggestions were to create and add a restrictions page to the grant application; review the wording regarding the 10% marketing requirement; future grants need to include the full budget then separated out by promotion, events or sports. Tourism needs to be recognized as a funding partner on printed materials.

Brenda thanked everyone that played at the softball game, it was a fun game.

Tourism week went great. Karla Niedan-Streeks presented the 2022 Gering Community Volunteer Buddy Award to Dan Morford.

Dave mentioned his assistant will be starting in two weeks.

Two Rural Fellows will be here in a few weeks.

Next meeting will be June 8, 2022 @ Legacy of the Plains Museum.

Meeting adjourned at 3:06 by Dave Wolf.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, July 13, 2022

1:15 p.m.

Meeting was called to order at 1:24 p.m. by Dave Wolf.

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

Others Present: Brenda Leisy, Kim Lang, Karla Niedan-Streeks, Hawk Buckman, Ben Benimana, Ashtyn Humphries, Lauren Campbell and Esther Ingabiribyishaka.

Moved by Kim, seconded by Lanna to approve the July 13, 2022 agenda with the addition of the Intern get together added after #8. All in favor, none opposed. Motion passed.

Moved by Kim, seconded by Lanna to approve the May 11, 2022 minutes, March and April 2022 lodging tax report, May and June claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Discussed and considered Promotional Grant for Eiseley's Star Thrower Musical. Bing Chen spoke via Zoom about the \$20,000 request for the Star Thrower Musical to be held on October 27th at the Midwest Theater. Current budget is \$150,000. The musical would be a dramatization of Loren's essay "the Star Thrower" with opera star John Cimino and his group of musical artists performing. Estimated impact would be 150 visitors attending the musical. Hod Kosman and Midwest Theater are supporters of the event. Posters would be sent to colleges in Wyoming, Colorado and South Dakota. Loren Eiseley Society Facebook page has approximately 800 followers. Board discussed it was hard to justify approving; this is not a tourism event and that it would not put heads in beds. This would set a precedence for future performances. Brochures are printed in house, can't fund the brochures. Audience would be local and not visitors. Would be a one-time event. Moved by Dan not to fund the event due to not meeting the Tourism guidelines, seconded by Kim. All in favor, none opposed. Motion passed.

Hawk Buckman spoke regarding Wyobraska. Brenda, Charlie and Hawk met in April to visit about boosting Tourism. Hawk's goal is to uplift this area. He spoke about SEO (Search Engine Optimization) and how it

works. It's the process of improving your visibility when people search for you on the internet. This will boost the promotion of our area.

Brenda introduced the interns. Ben Benimana and Ashtyn Humphries did their survey at the Scotts Bluff National Monument. Survey showed visitors were passing through, this was not their final destination, average age was 60 to 70 years; and families made up the visiting group. 90% of the visitors picked up printed materials; this shows printed materials are still important. Visitors were enjoying getting their passport stamped at all our locations; several were on their way to family events. France and Germany were the top out of the country visitors.

Karla's interns Lauren Campbell and Esther Ingabiriyishaka have been working with Gering businesses on what changes and improvements they would like to see. They have also been working on a business inventory, once completed all information will be in one location. A public meeting will be held 7/14/2022 regarding downtown Gering development.

Discussed the Intern get together on July 27th. Cost would be approximately \$200.00 or less. Moved by Kim to approve the \$200, seconded by Lanna. All in favor, none opposed. Motion passed.

Discussed having another retreat in 2022. Previous retreat was beneficial and a good to review on what had been done over the last year. Last year's meeting was in December, due to that month being so busy, will look at having the meeting early November.

Next meeting will be August 10, 2022 @ Legacy of the Plains Museum.

Meeting adjourned at 3:50 by Dave Wolf.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, September 14, 2022

1:15 p.m.

Meeting was called to order at 1:24 p.m. by Dave Wolf.

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

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

Moved by Cher, seconded by Kim to approve the September 14, 2022 agenda. All in favor, none opposed. Motion passed.

Dave reminded the Board the per Article 17 members should not miss more than 3 meetings per year. It was mentioned that if the regular meeting was changed from its original scheduled date and a board member was unable to make the new meeting date, it should not count against their attendance.

Moved by Lanna, seconded by Cher to approve the July 13, 2022 minutes, May and June 2022 lodging tax report, August claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Discussed and considered Promotional Grant for Rubidoux Rendezvous. Aaron Raines and Kristin Wiebe spoke on behalf of the \$20,000 request. This will be used for prize money for the pro category for the 100-mile race. This prize money will make it more professional. Payout is 3-5 deep. The other riders like to be at the start line with the professionals. Rubidoux Rendezvous will host its 8th year in June 2023. The committee is looking to bring more National and Global attention. 90% of the riders are from outside the 100-mile radius. They still need an international rider. Event began with 100 riders and has grown to over 600 riders. They stay 2 to 4 nights. Last year's event generated 963 days of stay with the riders. This year the committee is doing a riders guide show casing our area. Many improvements have been completed over the years. They have added fix-it stations, bike racks, recycling cycles and trails that everyone can ride. Colorado, Nebraska and Kansas come here to ride our trails. In 2022 they worked with a local brewery to design a custom can. Operation fees come from the rider fees. Karla mentioned the 12 teams last year stayed over 3 days; each team had 4-6 people. Moved by Lanna to approve the \$20,000 for prize money, seconded by Cher. All in favor, none opposed. Motion passed.

Discussed and considered Capitol Improvement Grant for Cleveland Field. Steve Dunkle spoke on behalf of the needed improvements and the \$50,000 grant request. They received the Shovel Ready Grant and a donation from Webb's, currently they need an additional \$50,000. The College is unable to help due to title 9. Nothing has been done in years and teams do not want to come here to play. Updates will be done over a 3-year process. This October or November they will install the new turf on the infield. Future improvements will be the fence, awning, and netting for safety. Turf will have a drainage system and allow them to play right after a rain shower. Life of the turf is 15-20 years. Tournaments will hopefully start again next year. Moved by Cher to approve the \$50,000 grant request, seconded by Dan. All in favor, none opposed. Motion passed.

Discussed incentives for promotion grants. With the incentive money, the board does not know the money was spent. Could become an issue during an audit. Need proof how the incentive money was spent. Grant recipient would need to provide a copy of the check, money order or cashier's check. Grant committee will review and bring back ideas in October.

Discussed November retreat. Brenda would like to bring in a professional sports speaker. Committee needs to provide topics they would like to discuss. Ideas suggested, future focus and upcoming changes in tourism. Brenda and Karla mentioned Nebraska Tourism is now on board with sports recognition. Leisure, groups and sports are the focus.

Charlie provided feedback on the Pioneers game. It was a success inviting North Platte. They had a good time and mentioned they would be coming back to our area for our local events such OT Days and Rubidoux Rendezvous. He also mentioned if the aquatic center passes, they may come to board.

Additional comments regarding the incentive grants. Criteria's need to be set. Possibly only a percentage of the money should go to the incentives.

Next meeting will be October 12, 2022 @ Legacy of the Plains Museum. Meeting adjourned at 2:57 by Dave Wolf.

Scotts Bluff Area Visitors Bureau Meeting and Board Retreat

Legacy of the Plains Museum

Wednesday, November 9, 2022

1:30 p.m.

Meeting was called to order at 1:33 p.m. by Dave Wolf.

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

Others Present: Brenda Leisy, Kim Lang, Karla Niedan-Streeks, Charlie Knapper, Hawk Buckman, Kirsten Wiebe, Anthony Mason, Karen Anderson, Jody Lewellen, Alexandria from the Emporium, Sharaya Toof.

Moved by Cher to approve the November 9, 2022 agenda, seconded by Dan. All in favor, none opposed. Motion passed.

Moved by Kim, seconded by Cher to approve the September 14, 2022 minutes, lodging tax report, September claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Retreat began at 1:45

Community Calendar Brainstorming Session – We are needing a local community calendar that lists all events so people can go to one place. Funding will be the issue. People do refer to the Chamber calendar since it has the big events. Needs to be an easy portal for all organizations to add their events. Administrators would be needed to approve the post before it is added to the calendar. The calendar needs to be kept simple. As travelers and visitors come through, it needs to pop up on their phone. Calendar needs the ability to date out a few months ahead so people can look ahead at the future; not too far in case events are cancelled. Surrounding areas such as Mitchell and Morrill, need to be included. Would need to set parameters on how far of a distance event would be included. One suggestion was to hang signs in businesses with QR codes to link people to the calendar. It was suggested to look at Rapid City and Spearfish. Hawk will visit with the group to put together some ideas and a cost.

WyoBraska Magazine Update – Hawk Buckman had a video presentation. 78% of the views are from outside of this area. WyoBraska is who we are; Tourism is what we have. Signs with QR codes could be used for locals and visitors to reveal, promote and roll out information. This would be useful for the front-line workers. The locals don't see what we have.

Huddle Up Sports Update – Contract has been signed. Currently on step 1 of the sports index, will move quickly into the next step. Conversations will be held with some people; others will get a survey to complete.

Update on Group Markets – Karla provided an update regarding the group markets. The last two markets have been slower. Conventions and meetings are slower to recover. Conferences are about a 2.5 day stay, equals \$158 per day. Higher gas prices get passed onto the traveler. People are flocking to travel tour guided trips. 2022 was great, looking ahead, 2023 and 2024 are looking good. Fall is the best time. The 2022 motor coach has rebounded. Increased air travel makes drive markets increase. Itinerary trips are 10-14 days; increased itinerary days will get them to travel farther and we can get them here. Motorcoach relationships are important, you are in it for the long haul, takes time and commitment. They look at the “value added”, what additional benefits will you give. Impact from motorcoach, \$8,000. There were 9 motor coaches in 2022.

Next meeting – December 14, 2022 @ Legacy of the Plains Museum

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, December 14, 2022

1:15 p.m.

Meeting was called to order at 2:04 p.m. by Dave Wolf.

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

Others Present: Brenda Leisy, Chuck Heeman

Moved by Kim, seconded by Lanna to approve the December 14, 2022 agenda. All in favor, none opposed. Motion passed.

Moved by Lanna, seconded by Kim to approve the November 9, 2022 minutes, September 2022 lodging tax report, November and December claims, correspondence, Tourism Director Report. All in favor, none opposed. Motion passed.

No additional claims.

Due to weather and blizzard conditions, the grant application for The Carpenter Center has been moved to the January 2023 meeting agenda. Members from their committee could not be present during the zoom meeting.

The board discussed the board candidate applications from Desiree Rice from the Monument Inn and Suites, Chuck Heeman from the Western Nebraska Pioneers and Stephanie Smith from Hotel 21 & Co. Chuck was the only candidate present and introduced himself to the committee.

The application from Anthony Mason was withdrawn from the application process.

The board needed to replace three members and the decision was made to elect all three applicants to the Scotts Bluff County Tourism Board for a 4-year term.

Moved by Dave, seconded by Kim to elect three new members. All in favor, none opposed. Motion Passed.

Both Dave Wolf and Shannon Brunner thanked the Scotts Bluff County Tourism Board. The committee in return thanked them for their years in service.

Next meeting will be January 11, 2023 @ Legacy of the Plains Museum.

Meeting adjourned at 2:21 by Dave Wolf.