

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, January 11, 2023

1:15 p.m.

Meeting was called to order at 1:17 p.m. by Brenda Leisy.

Board Members Present: Kim Johns, Lanna Hubbard, Dan Morford, Chuck Heeman, Desiree Rice, Cher Maybee. Absent: Stephanie Smith.

Others Present: Brenda Leisy, Kim Lang, Karla Niedan-Streeks, Bobbie Youel, Robbie Ellis, Brandi Brunz.

Moved by Kim, seconded by Chuck to approve the January 11, 2023 agenda. All in favor, none opposed. Motion passed.

Moved by Kim to approve the December 17, 2022 minutes with the amendment of Jeremiah resigned from the Tourism Board, Dave and Shannon termed out, October 2022 lodging tax report, December and January claims, correspondence and Tourism Report, seconded by Dan. All in favor, none opposed. Motion passed.

No additional claims.

Election of Officers for 2023. Dan nominated Lanna as the President, seconded by Kim. Kim nominated Cher as the Vice President, seconded by Lanna. Kim nominated Chuck as the Secretary, seconded by Dan. All in favor, none opposed. Motions passed.

Discussed and considered Event and Sports Incentive for Carpenter Center State Competition. Bobbie Youel, Brandi Brunz and Robbie Ellis spoke on behalf of the Carpenter Center and Twisters. They will be holding their gymnastics event at WNCC on April 7th. The request for \$8,425 would assist with the venue cost and equipment rental. Approximately 40 competitors are local, 40-45 participants are from Colorado and Kimball and will be here for 2-3 days. The kids will need to compete in State to move onto Nationals. This is a good opportunity for our kids to have a competition here. Board discussed expenses for the event and what was previously given to them. In 2019 and 2020 Tourism gave them \$2,500 each year; \$2,500 was returned in 2019 due to Covid. Moved by Kim to approve \$3,000, seconded by Dan. All in favor, none opposed. Motion passed.

Brenda gave a demonstration of the new community calendar. The need for this community calendar has been discussed several times. Karla and Brenda got together with Maly marketing to create the calendar. There will be two calendars, a Tourism calendar and Community calendar. People can submit their request, Brenda or Karla will then review and approve. It is simple to upload an event. In February or March they will do a huge press event to announce the new calendar. Karla and Brenda will cover the cost for one year. The cost for the first year is \$800. After the first year, the calendar will be evaluated. At that time, they will reach out for assistance in funding from City of Scottsbluff, Chamber of Commerce, Creative District.

The Board reviewed the Scotts Bluff Area Visitors Bureau Strategic Plan. Brenda mentioned printed materials are still what visitors are wanting and that they are targeting the correct age group.

Brenda will be going to the Stock Show and Sports Nebraska in Colorado; Karla will be going to Girls Golf in Lincoln.

Dan mentioned that the Huddle Up group called with a few questions. Lanna mentioned the Beef Bash went well despite the cold weather.

Next meeting will be February 8, 2023 @ Legacy of the Plains Museum.

Meeting adjourned at 2:52 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, February 8, 2023

1:15 p.m.

Meeting was called to order at 1:26 p.m. by Lanna Hubbard.

Board Members Present: Kim Johns, Lanna Hubbard, Dan Morford, Cher Maybee. Absent: Desiree Rice, Chuck Heeman, Stephanie Smith.

Others Present: Brenda Leisy, Kim Lang, Jennifer Reisig, Alena Haun, Charlie Knapper, Dave Wolf.

Brenda had one correction for the agenda on # 8, should read public, not private.

Moved by Cher, seconded by Kim to approve the February 8, 2023 agenda with the correction. YEA: Maybee, Johns, Morford, Hubbard. NAY: None. Absent: Rice, Heeman, Smith. Motion passed.

Moved by Kim to approve the January 11, 2023 minutes, seconded by Dan. YEA: Maybee, Johns, Morford, Hubbard. NAY: None. Absent: Rice, Heeman, Smith. Motion passed.

No additional claims.

Discussed and considered promotional grant application for Monument Marathon. Jennifer Reisig and Alena Haun spoke on behalf of the 12th annual Monument Marathon and their \$22,605 request. The focus is marketing. 2022 Marathon had 12% increase over 2021. 2022 had 554 registrations, ½ were from out of the area. A 40% increase from due to social media and digital marketing. Saw an increase from BOLDERBoulder's 3-day event. Sheep Creek Films did new videos that will be used in the social media for advertising. The videos are run continuously during the expos. Magnets and Travel Guides were handed out the expos. Board discussed previous requests; budgeted \$5,000. Handing out the Travel Guide is a great promotion for this area. Moved by Cher to approve \$5,675; \$2,000 for Facebook, Instagram and Snapchat, \$1,300 for Colorado Runner; \$2,375 for Colorado Marathon, Lincoln Marathon & BOLDERBoulder Expos, seconded by Dan. YEA: Maybee, Johns, Morford, Hubbard. NAY: None. Absent: Rice, Heeman, Smith. Motion passed.

Discussed and considered promotional grant for Legacy of the Plains Museum. Dave Wolf spoke on behalf of their 10th anniversary of their merger of the two museums and their \$7,542.50 request for their year long marketing. The Legacy is on the passport program this year. Working on getting more RV travel. Working with the Zoo, Chimney Rock, and Scotts Bluff National Monument to bring tourists here and keeping them here longer. The Legacy will have goats, chickens, calves and longhorns on display. Preparing for a playground. Banners will be on display for each event. Last year 22,000 to 23,000 visitors including weddings and birthdays. Starting to see international travelers. Board discussed the request and if the banner could have their logo added. Moved by Dan to approve \$\$4,165; \$800.00 Facebook/Instagram, \$1,250 Nebraska Life with the Tourism logo, \$500 Big Boy/Sidney, \$500 KQSK, \$325 Fence Post with Colorado advertising, \$300 Tri-State Traveler, \$490 towards Banners with the Tourism logo, seconded by Cher. YEA: Maybee, Johns, Morford, Hubbard. NAY: None. Absent: Rice, Heeman, Smith. Motion passed.

Discussed public voting for WNTC. Bi-law changes may be coming in March. In the past it has been Brenda with the designated alternate as the Chairman. Lanna agreed to be the alternate. Meetings in the winter are every other month with summers off.

Discussed resignation for Stephanie Smith. Brenda has not heard back from her; she is no longer employed with Weborg's therefore she does not meet the requirements to be on the Board. Brenda will send her a certified letter explaining she no longer meets the criteria; she will have two weeks to respond. After the two weeks, the board will then be able to move forward with the search for a new member.

Brenda attended the Western Stock Show for 2 days, handed out the new travel guide, will be reimbursed \$350. From there she headed to Colorado Springs for the Governing Bodies of USA Cycling. While there she visited about the opportunity to host the 2023 Gravel National Championship. Tara McCarthy, Director of National Events, USA Cycling, will be here for a visit. The date for the event is September, riders will bring four to five bikes and do not need to qualify, approximately 800-1000 riders, \$30,000 commitment needed from the community.

Brenda announced they won the bid for Girls State Golf for another 4 years.

Huddle Up meeting 3/29/23 at 5:30 p.m.

Next meeting will be March 8, 2023 @ Legacy of the Plains Museum.

Meeting adjourned at 3:29 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, March 8, 2023

1:15 p.m.

Meeting was called to order at 1:17 p.m. by Lanna Hubbard.

Board Members Present: Kim Johns, Lanna Hubbard, Dan Morford, Desire Rice, Chuck Heeman (via Zoom). Absent: Cher Maybee.

Others Present: Brenda Leisy, Kim Lang, Mike Reynolds, Kurt Schuller.

Brenda had one addition, discuss May's meeting after # 9.

Moved by Dan to approve the agenda with the addition, seconded by Kim. YEA: Johns, Hubbard, Morford, Rice, Heeman. NAY: None. Absent: Maybee. Motion passed.

Moved by Kim to approve the March 8, 2023 minutes, seconded by Dan. YEA: Johns, Hubbard, Morford, Rice, Heeman. NAY: None. Absent: Maybee. Motion passed.

No additional claims.

Discussed and considered promotional grant application for Fathers' Day Classic. Kurt Schuller and Mike Reynolds spoke on behalf of the event that will be held on June 16th and June 17th. This will be the 24th year for the event. Visitors love the history, landscape and how nice the people are here. Participants stay for two nights. 300+ cars from states such as NV, WY, SD, CO. This year they are planning on about 325 cars. It cost \$40,000 to do a show; they are requesting \$6,000. Moved by Kim to approve \$6,000, seconded by Desiree.

YEA: Johns, Hubbard, Morford, Rice, Heeman. NAY: None. Absent: Maybee. Motion passed.

Discussion on resignation/non-response of Stephanie Smith. Brenda sent a certified letter; received no response. Need somebody from events or attractions. Brenda will advertise and send out invitations. Other suggestions, maybe use Inspire newspaper or do an article in the Star Herald.

Discussion on Huddle Up Group. They will be here March 28th and March 29th to complete their site visits, meet with stock holders and the Tourism Boards.

National Tourism Week will be May 7th to May 12th. Brenda will be headed to Kansas May 7th for Sports ETA Symposium. Tourism banquet will be held May 12th. May meeting will be held May 3rd.

Next meeting will be April 12, 2023 @ Legacy of the Plains Museum.

Meeting adjourned at 1:57 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, April 12, 2023

1:15 p.m.

The meeting was called to order at 1:21 p.m. by Lanna Hubbard.

Board Members Present: Cher Maybee, Kim Johns, Lanna Hubbard, Desiree Rice, Chuck Heeman.
Absent: Dan Morford.

Others Present: Brenda Leisy, Kim Lang, Tina Worthman.

Brenda requested a change to the agenda. Moving # 10 to # 6 and adding Capital Improvement Transfer to the end agenda.

Moved by Kim to approve the agenda with the requested changes, seconded by Cher. YEA: Johns, Hubbard, Maybee, Rice, Heeman. NAY: None. Absent: Morford. Motion passed.

Moved by Chuck to approve the March 8, 2023 minutes, seconded by Cher. YEA: Johns, Hubbard, Maybee, Rice, Heeman. NAY: None. Absent: Morford. Motion passed.

No additional claims.

Considered the Board application for Tina Worthman from the Midwest Theater. Tina introduced herself and gave an update on the Midwest Theater. Part of the new marquee has arrived. The Midwest is working on bringing in more events and bringing it back to where it was before. Moved by Chuck to accept Tina's resume and as a new Board member, seconded by Desiree. YEA: Johns, Hubbard, Maybee, Rice, Heeman. NAY: None. Absent: Morford. Motion passed.

Discussed and considered addition to marketing grant for Legacy of the Plains Museum. Dave was unable to make the meeting, Brenda spoke on his behalf. Dave accidentally left off the brochure

from his previous grant request. He is requesting an additional \$300 for the rack cards. This request along with the previous request would total \$4465. Moved by Chuck to approve the additional \$300, seconded by Cher. YEA: Johns, Hubbard, Maybee, Rice, Heeman. NAY: None. Absent: Morford. Motion passed.

Discussed and considered Budget for Red Carpet Customer Service Training. Brenda and Karla will not be available, they will be heading to Sports ETA; Dave and his staff will host the Red Carpet Training. Total cost will be \$608.25 (board room fee \$135, \$348.25, \$125 snack and drinks). Training is free for attendees. Jamie Bright and Cheryl Burkhart-Kriesel will be the educators. Moved by Kim to approve \$608.25 for the Red Carpet Training, seconded by Cher. YEA: Johns, Hubbard, Maybee, Rice, Heeman. NAY: None. Absent: Morford. Motion passed.

Discussed Best Practices Guide and Adopt Rubric. Brenda worked closely with Huddle Up while they were in town. They reviewed the rubric and the process for moving forward with grant applications. Two important things need to happen; a time line needs to be set for when the applications will be reviewed and should only be reviewed twice per year; long-running events need to be standing on their own. The Board discussed what months would be best to review the applications. Suggestions were February and August with the applications due the 1st of the month. The Board would then know the projected amounts will be spent. A suggestion was to add the remaining budget to each agenda. Other ideas were to have one rubric for events and one for marketing. Importance of the rubric; if an event questioned the Board on how they made their decision, the rubric would defend their decision. Brenda will make a list of the long-standing events and add some additional information to the rubric. Will re-discuss again at the June or July meeting. Once the review due dates are set, Brenda will contact the previous applicants and let them know about the change.

Brenda discussed with the Board about doing a transfer from Capital Improvements to OTCF (Oregon Trail Community Foundation) in the amount of \$60,000 to cover USA Gravel National Championship expenses. \$30,000 for the year 2023 and \$30,000 for 2024. Once the money is reimbursed from the expo, the \$60,000 will be transferred back to Capital Improvements. USA Gravel National Championship will have approximately 130 expos, Aaron will get 15% of the expo fees. Cher left the meeting early; no vote was taken due to no quorum. Brenda will send an email to the Board for a vote. YEA: Maybee, Morford, Heeman. NAY: None. No vote received from Hubbard, Rice or Johns.

Brenda will go before the Commissioners 4/17/2023 for approval for the transfer and new Board member.

Next meeting will be May 3, 2023 @ Legacy of the Plains Museum.

Meeting adjourned at 3:35 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, May 3, 2023

1:15 p.m.

The meeting was called to order at 1:23 p.m. by Lanna Hubbard.

Board Members Present: Dan Morford, Kim Johns, Lanna Hubbard, Desiree Rice, Tina Worthman.
Absent: Cher Maybee, Chuck Heeman.

Others Present: Brenda Leisy, Kim Lang, Gretchen Peters, Rebecca Shields, Rita Stinner, Crystal Sandberg, Amy Seiler, Colleen Johnson, Riley Haug, Binion Cervi.

Moved by Kim to approve the agenda, seconded Desiree. YEA: Johns, Hubbard, Rice. Worthman.
NAY: None. Absent: Morford, Heeman and Maybee. Motion passed.

Moved by Kim to approve the April 12, 2023 minutes, lodging tax report, financial reports, April claims, correspondence, Tourism Director report, seconded by Tina. YEA: Johns, Hubbard, Rice. Worthman. NAY: None. Absent: Morford, Heeman and Maybee. Motion passed.

No additional claims.

Discussed and considered promotional grant for Old West Balloon Fest. Colleen Johnson spoke on behalf of their 9th year and the \$7,500 request. Balloon Fest will be held August 7th to the 12th. Approximately 40 balloons this year. This years' events include 3 launches, 2 glows, drone light show, a kids balloon camp, wiener dog races, corn hole tournament and a craft show. The \$7,500 request is for prize money for the pilots; awards will go to the top pilots. Many pilots have retired, this prize money will help bring other pilots here. Colleen stated that in the book "100 things to see in Nebraska before you die" mentions Old West Balloon Fest. The board discussed the idea of supporting the kids camp and Balloon Fest has also received funding from City of Scottsbluff. Moved by Desiree to approve \$3,750 towards prize money for the pilots and \$1,250 for kid's camp, seconded by Tina. YEA: Johns, Hubbard, Morford, Rice. Worthman. NAY: None. Absent: Heeman and Maybee. Motion passed.

Discussed and considered Capitol Improvement grant for Gering Civic Plaza Sculpture Project. Gretchen Peters, Rita Stinner, Crystal Sandberg, and Amy Seiler spoke on behalf of the three sculptures and their \$41,408.73 request. The Gering Civic Plaza Sculpture committee stated people will travel here to see the art; culture, beauty and art are part of Tourism. Public art is the rage. The sculptures will be cast then delivered here. Anderson Shaw will do the cement work. Sculptures will be insured under City of Gering. Board discussed the total cost of the sculptures and that the Sculpture Project Committee could look at getting an Arts Council Grant. Also discussed the hours the Plaza is open, the durability of Kaneko sculpture and that the sculptures will not put heads in beds. Moved by Kim to approve \$2,558.50 for the concrete pads and signage, seconded by Dan. YEA: Johns, Hubbard, Morford, Rice, Worthman. NAY: None. Absent: Heeman and Maybee. Motion passed.

Discussed and considered marketing grant for Haug Rodeo Productions. Riley Haug and Binion Cervi spoke about the 2nd annual Champions Challenge and their \$20,000 request for prize money. This event will bring the top cowboys. The Rodeo format will be the same as last year and will be televised again. Over 3,700 tickets were sold last year with the capacity to hold more people this year. Riley was unable to provide hotel numbers. Budget for this year has increased. Hired local sound last year, didn't work well, more money will need to go to the sound this year. Riley played a video demonstrating the poor sound quality. Board discussed to be successful on TV they will need a good sound system. Discussion on providing prize money. Moved by Tina to approve \$10,000 for the big screen and sound system, seconded by Desiree. YEA: Johns, Morford, Rice, Worthman. NAY: None. Hubbard abstained from voting. Absent: Heeman and Maybee. Motion passed.

Discussed and considered marketing grant for Oregon Trail Days. Rebecca Shields spoke about the \$10,000 request and their 102nd annual event July 13-16, 2023. 18,180 brochures are printed, 7,900 are inserted in newspapers, 8,000 distributed in the Nspire paper. Karla will take some to brochure swap. The grant request would help cover costs for brochures, volleyball t-shirts and cooling towels for the chili cookoff contestants and website maintenance. The board discussed that most of the brochures are distributed to the local papers, this does not meet the grant criteria since they are not outside of the 100-mile radius. T-shirts and cooling towels are a local promotion, they do not bring in tourism. They also discussed the stipulations they placed last year. The website was to be updated by the 1st quarter, social media was to be updated throughout the whole year and brochures needed to be ready by May 1st. Brochures were not printed on time.

From the 05/11/2022 minutes: 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.

Moved by Dan to not approve the marketing grant request due to them not meeting the criteria, seconded by Kim. YEA: Johns, Hubbard, Morford, Rice. Worthman. NAY: None. Absent: Heeman and Maybee. Motion passed.

Discussed and considered Event Incentive Grant for OCTA Convention. Dan Morford spoke on behalf of OCTA (Oregon-California Trails Association). The convention will be held July 24-29, 2023. OCTA was last here in 2007. This event will bring 14 out of town guest speakers and approximately 300 attendees from across the United States. They will stay in the hotels, purchase gas and eat at the restaurants. Zip codes will be tracked. Moved by Kim to approve \$6,800, seconded by Desiree. YEA: Johns, Hubbard, Rice. Worthman. NAY: None. Absent: Heeman and Maybee. Morford abstained from voting. Motion passed.

Discuss organization goals. Brenda went over the current Committee goals and discussed the goal of events becoming self-sufficient. Discussed if this is still a goal for the Board. Discussion regarding the need to set a time limit for events to become self-sufficient. Possibly a 10-year time limit. Brenda mentioned that we would need 2 nights of 100% hotel occupancy to get a return of \$70,000.

Brenda displayed the new banner, new brochures are done and look great, they are no longer a trifold; the Tourism proclamation will be Friday, reminded everyone to wear red to the luncheon and approximately 30 people have signed up for the Frontline training.

Next meeting will be June 14, 2023 @ Legacy of the Plains Museum.

Meeting adjourned at 5:00 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, July 12, 2023

1:15 p.m.

The meeting was called to order at 1:15 p.m. by Lanna Hubbard.

Board Members Present: Chuck Heeman (by zoom), Dan Morford, Kim Johns, Lanna Hubbard, Desiree Rice, Tina Worthman. Absent: Cher Maybee

Others Present: Brenda Leisy, Kim Lang, Matt Silverman, Karla Niedan-Streeks, Dave Wolf, Anthony Para, Ken Boehr.

Moved by Dan to approve the July 12, 2023 agenda, seconded Tina. YEA: Worthman, Heeman, Morford, Johns, Hubbard, Rice. NAY: None. Absent: Maybee. Motion passed.

Moved by Kim to approve the June 14, 2023 minutes, lodging tax report, financial reports, July claims, correspondence, Tourism Director report, seconded by Desiree. YEA: Worthman, Heeman, Morford, Johns, Hubbard, Rice. NAY: None. Absent: Maybee. Motion passed.

No additional claims.

Discussed and considered Capitol Improvement Grant Legacy of the Plains Museum. Dave spoke on Phase 2 and the \$150,000 request that would be over the next 3 years. The focus will be the campus. The goal is to get people off the road and stay longer. Plans over the next 3 years include a building to house a 30 tractor collection, cabin restoration, pathway around the grounds, playground, sugar beet dinky display, Union Pacific Caboose and cars, signage, and spruce up the grounds. Putting more outside will encourage visitors to stay for over 2 hours and stay overnight. Nothing but positive reviews has

been received. Discussion by Board, improvement have been done well; this is good for our area. Moved by Tina to approve the grant request for \$150,000, seconded by Desiree. YEA: Worthman, Heeman, Morford, Johns, Hubbard, Rice. NAY: None. Absent: Maybee. Motion passed.

Discussed and considered Promotional Grant and Events Incentive for the Circle the Bluffs Pow-Wow.

Dave Wolf provided event information due to Jina not being available. The 2-day event will be held at the Legacy. The money will be for the judging, drummers, prize money and advertising. Marketing in Gordon and Pine Ridge areas. Event will be held September 23-24, 2023. Board discussed the form needs a reimbursement title added. Moved by Desiree to approve the \$5,050, \$3,884, \$1,127.60 for a total of \$10,061.60, seconded by Dan. YEA: Worthman, Morford, Johns, Hubbard, Rice. NAY: None. Absent: Heeman, Maybee. Chuck left early, did not vote. Motion passed.

Discussed and Considered Promotion and Marketing Grant for Horizon Music Festival. Anthony Para and Ken Boehr discussed the upcoming free Horizon Music Festival that will be held September 2-3, 2023 at Five Rocks. Ken has brought in many Christian bands to the area and they have been very successful. They have been brainstorming where to have the event and how big of an event to host. Livin Out Loud has given them advice on how to be successful with their annual music festival. Our valley has a lot of anxiety, depression, and drug use. They want this free music festival to provide hope for this valley. They will provide resources to people and bring healing to the community. Big Christian musicians will be performing at this festival. 20 – 30 rooms have already been booked by the artists. Projected attendance could reach 10,000; expecting visitors from Papillion, Colorado, North Platte, Casper, Cheyenne, Rapid City, Ogallala. Moved by Kim to approve the \$9,250 promotional grant request, seconded by Desiree. YEA: Worthman, Morford, Johns, Hubbard, Rice. NAY: None. Absent: Heeman, Maybee. Chuck left early, did not vote. Motion passed.

Discussed and considered Capital Improvement Grant for Scotts Bluff County Fairgrounds/Ag Society. Matt Silverman spoke on behalf of the grant request. Working on getting additional seating and making the roads better. The additional seating would be on the south side. They are losing events due to their current small seating capacity. Dirt work and culverts need done, along with a pathway. Moved by Tina to approve the \$23,500 request, seconded by Kim. YEA: Worthman, Morford, Johns, Rice. NAY: None. Absent: Heeman, Maybee. Motion passed. Chuck left early, did not vote. Hubbard abstained from voting. Motion passed.

Next meeting August 9, 2023 @ Legacy of the Plains Museum.

Meeting adjourned at 2:48 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

via Zoom

Wednesday, August 9, 2023

1:30 p.m.

The meeting was called to order at 1:38 p.m. by Lanna Hubbard.

Board Members Present: Dan Morford, Kim Johns, Lanna Hubbard, Tina Worthman. Absent: Cher Maybee, Chuck Heeman, Desiree Rice.

Others Present: Brenda Leisy, Kim Lang.

Moved by Tina Worthman to approve the August 9, 2023 agenda, seconded Dan Morford. YEA: Dan Morford, Kim Johns, Lanna Hubbard, Tina Worthman. NAY: None. Absent: Cher Maybee, Chuck Heeman, Desiree Rice. Motion passed.

Moved by Dan Morford to approve the July 12, 2023 minutes, May lodging tax report, financial reports, claims, August operating statement, correspondence, Tourism Director report; seconded by Kim Johns. YEA: Dan Morford, Kim Johns, Lanna Hubbard, Tina Worthman. NAY: None. Absent: Cher Maybee, Chuck Heeman, Desiree Rice. Motion passed.

No additional claims.

Discussed and considered Incentive Grant for the Wildcat Hills Disc Golf Study. Brenda Leisy spoke on behalf of the feasible study that was done. Currently the Gering park is no challenge. Wildcat Hills could hold tournaments and people will come here to play. HouckDesign completed a feasibility study for a total cost of \$5,000, Oregon Trail Disc Golf Club is requesting half of the cost. Moved by Tina Worthman to approve the \$2,500 request, seconded by Kim Johns. YEA: Dan Morford, Kim Johns, Lanna Hubbard, Tina Worthman. NAY: None. Absent: Cher Maybee, Chuck Heeman, Desiree Rice. Motion passed.

Discussed help at the Tourism Trailer during the Cycling Event. Brenda Leisy spoke on behalf of the trailer that will be parked downtown Gering near the Plaza on September 8th. Food trucks, entertainment, yoga, and mobile command will also be present. Brenda needs volunteers to be in the trailer to meet and greet.

Discussed the September meeting date. Due to USA Cycling being in town, the Tourism meeting will be moved to September 19th.

Meeting adjourned at 2:16 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Tuesday, September 19, 2023

1:15 p.m.

The meeting was called to order at 1:20 p.m. by Lanna Hubbard.

Board Members Present: Kim Johns, Lanna Hubbard, Tina Worthman, Chuck Heeman. Absent: Cher Maybee, Dan Morford, Desiree Rice.

Others Present: Dave Hoxworth, Bill Boyer, Brenda Leisy, Kim Lang.

Moved by Kim Johns to approve the September 19, 2023 agenda, seconded Tina Worthman. YEA: Kim Johns, Lanna Hubbard, Tina Worthman, Chuck Heeman. NAY: None. Absent: Dan Morford, Cher Maybee, Desiree Rice. Motion passed.

Moved by Chuck Heeman to approve the August 9, 2023 minutes, June lodging tax report, financial reports, claims, August operating statement, correspondence, Tourism Director report; seconded by Tina Worthman. YEA: Kim Johns, Lanna Hubbard, Tina Worthman, Chuck Heeman. NAY: None. Absent: Dan Morford, Cher Maybee, Desiree Rice. Motion passed.

No additional claims.

Discussed and considered Incentive Grant for Girls State Golf Class B for 4 years. Dave Hoxworth and Bill Boyer spoke on behalf of the \$8,000; \$2,000 request each year for the next 4 years. The money will be used for fees for the NSAA Official's mileage and their hotel stays starting in October 2023. The 3-day competition will bring approximately 70-85 golfers, coaches and families to our area. Event was previously 3 years, was changed to 4 years. Received compliments on the golf courses, awards and welcome bags from Tourism. Moved by Kim Johns to approve the \$8,000 request over the next 4 years, seconded by Lanna Hubbard. YEA: Kim Johns, Lanna Hubbard, Tina Worthman, Chuck Heeman. NAY: None. Absent: Dan Morford, Cher Maybee, Desiree Rice. Motion passed.

Discussed and considered Event Incentive Grant for Midwest Theater Production. Tina Worthman spoke on behalf of the \$10,000 request for Rhythm of the Dance Christmas Special on December 4th. Will be promoting in Nebraska, Wyoming, Colorado and South Dakota. Midwest is working with Legacy of the

Plains, Merry Christmas Market and Powerhouse to promote holiday events. Tourism would be the holiday sponsor. Holiday décor will reflect the 1950's. Moved by Chuck Heeman to approve the \$10,000 request, seconded by Kim Johns. YEA: Kim Johns, Lanna Hubbard, Chuck Heeman. NAY: None. Absent: Dan Morford, Cher Maybee, Desiree Rice. Motion passed. Tina Worthman abstained from voting.

Brenda discussed T-shirts as part the marketing grant. In order for t-shirts to be used as a promotional item and be paid by Tourism, the logo needs to be the only one that appears on the shirt. Brenda will update the grant specifying the t-shirt logo information. Moved by Tina Worthman to approve the update, seconded by Chuck Heeman YEA: Kim Johns, Lanna Hubbard, Tina Worthman, Chuck Heeman. NAY: None. Absent: Dan Morford, Cher Maybee, Desiree Rice. Motion passed.

Brenda provided community calendar numbers for March through August.

Discussed Nebraska Tourism Conference in Gering. Will be held October 17 – 19. Held here every 5-6 years. Enhancement money can be used for scholarships. You can choose what parts you want to attend. An October fest will be held at the Legacy. Tourism will have a booth. Moved by Tina Worthman to approve \$100 scholarships, seconded by Chuck Heeman. YEA: Kim Johns, Lanna Hubbard, Tina Worthman, Chuck Heeman. NAY: None. Absent: Dan Morford, Cher Maybee, Desiree Rice. Motion passed.

Next meeting October 11, 2023 @ Legacy.

Meeting adjourned at 2:30 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Wednesday, October 11, 2023

1:15 p.m.

The meeting was called to order at 1:19 p.m. by Lanna Hubbard.

Board Members Present: Cher Maybee, Kim Johns, Lanna Hubbard, Tina Worthman. Absent: Desiree Rice, Chuck Heeman, Dan Morford.

Others Present: Nate Rock, Brenda Leisy, Kim Lang, Dave Wolf .

Moved by Kim Johns to approve the October 11, 2023 agenda, seconded Tina Worthman. YEA: Cher Maybee, Kim Johns, Lanna Hubbard, Tina Worthman. NAY: None. Absent: Dan Morford, Desiree Rice, Chuck Heeman. Motion passed.

Moved by Tina Worthman to approve the September 19, 2023 minutes, July lodging tax report, financial reports, claims, operating statement, correspondence, Tourism Director report; seconded by Cher Maybee. YEA: Cher Maybee, Kim Johns, Lanna Hubbard, Tina Worthman. NAY: None. Absent: Dan Morford, Desiree Rice, Chuck Heeman. Motion passed.

No additional claims.

Discussed and considered Capital Improvement Grant for Landers Soccer Complex. Nate Rock spoke on behalf of the \$50,000 request for seating, 2 score boards, 2 sound systems. Goal is to host tournaments at this soccer complex. Major tournament is scheduled for the summer of 2024, project should be completed by March 2024. Booster Club is providing \$40,000-\$50,000 for installation. Lighting is needed but too costly. Board discussed the need for bathrooms. Moved by Tina Worthman to approve the \$50,000 request, seconded by Cher Maybee. YEA: Cher Maybee, Kim Johns, Lanna Hubbard, Tina Worthman. NAY: None. Absent: Dan Morford, Desiree Rice, Chuck Heeman. Motion passed.

Discussed Maly Marketing Summer Campaign results. The numbers are great. Lots of traffic from USA Cycling. Colorado numbers were better than Nebraska. Other states; Texas, Illinois, Wyoming, Arizona.

Omaha was at the top for Nebraska. 11 racers were from Nebraska. Colorado's top cities were Englewood and Denver.

Discussed updates to the budget section of the incentive grant. Brenda will rearrange the grant, add page numbers, and add statement stating this is to be used for incentive grants.

Discussed Board Retreat in January 2024. January 10th was decided.

Discussed update from grant recipients. Old West Balloon Fest had a huge turnout from Wyoming, Colorado, and Nebraska. OT Days has not received any money, Brenda will be meeting with them. Sculptures are being completed in Omaha; Tourism signage will be provided with the sculptures.

Next meeting November 8, 2023 @ Legacy of the Plains Museum.

Meeting adjourned at 2:57 p.m. by Lanna Hubbard.

