

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, January 10, 2024

1:15 p.m.

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

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

Others Present: Brenda Leisy, Kim Lang, Dave Wolf, Karla Niedan-Streeks, Matt Carpenter, Aaron Raines, Sharaya Toof.

Moved by Chuck Heeman to approve the January 10, 2024 agenda, seconded Tina Worthman YEA: Lanna Hubbard, Tina Worthman, Chuck Heeman, Cher Maybee. NAY: None. Absent: Desiree Rice, Kim Johns. Motion passed.

Moved by Chuck Heeman to approve the November 8, 2023 minutes, October lodging tax report, financial reports, claims, December 2023 collection report, correspondence, Tourism Director report; seconded by Tina Worthman YEA: Lanna Hubbard, Tina Worthman, Chuck Heeman, Cher Maybee. NAY: None. Absent: Desiree Rice, Kim Johns. Motion passed.

No additional claims.

Discussed and considered payment to Horizon Music Festival after the 60 day cut off. Anthony Para wrote a letter to the Board wanting permission to submit past the deadline. Board discussed they need to follow the rules. Others have submitted after the deadline and they were not accepted. 60 days is enough time to submit what is required for payment. It was mentioned that Tourism was listed as in-kind and not a sponsor and that the logo was missing. Moved by Chuck Heeman to deny the request, seconded by Tina Worthman. YEA: Lanna Hubbard, Tina Worthman, Chuck Heeman, Cher Maybee, Desiree Rice. NAY: None. Absent: Kim Johns. Motion passed.

## Annual Retreat Began

1:30 – Zoom call with JT Martin with Corn Belt social media. JT discussed social media and the platforms such as TikTok, Facebook, Instagram, and from the past, Myspace. Board mentioned needing a way to manage your library of information. Short form videos will be around at least another 8 years; need to capture the viewers' attention within the first 3 seconds, no introduction needed with the short form videos. People scroll social media; they want value online. Reddit and TikTok are the most anonymous. They are community driven, entertaining, educational and inspire. When evaluating a campaign's success, look at the views, shares and saves.

2:30 – Steve Maly with Maly Marketing visited about current trends, such as the stock market, people buying now/paying later, people paying down debt so that they can charge more. Tourists want to travel locally, want the trip to be drivable and are looking for the outdoor adventures. The longer the campaign exist, the better it performs. Familiar examples, Flo, the General, Mayhem commercials. By using Performance Max from Google, you can build a system so it feels like they see you everyone. Need to keep the campaign for 5 to 10 years.

3:00 – Huddle Update. Brenda spoke about building a sports market and facilities; it will take everyone. Next step is to put together the sports advisory board/sports council in February. This board/sports council will bring everyone together. It's important to keep moving forward. The sports events and facilities cost money; funding sources are needed; will need corporate partners and sponsorships. In March, will work on the sports guide, funds were received through the grants from Nebraska Tourism Commission. Additionally, need to learn more about the Scouts program which will be purchased by Sports Nebraska. This program helps sports planners seek events that are suitable for their area and facilities.

Matt Carpenter spoke about the growth of pickleball and needing more courts for pickleball and tennis. Carpenter Center would like to add a building with four pickleball courts and three tennis courts. Matt looked into local vacant buildings, nothing is available that would work.

Board did scavenger hunt at the Legacy Museum to find clues to lead them to their final destination downtown Scottsbluff. Board's destination was the Powerhouse Social where they sampled three desserts and voted for the dessert that would be served during Restaurant Week 21. Crème Brulé was the winner. Board enjoyed appetizers and visiting about the upcoming Restaurant Week 21.

Next meeting February 14, 2024 @ 1:15 at the Legacy of the Plains Museum.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, February 14, 2024

1:15 p.m.

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

Board Members Present: Kim Johns, Cher Maybee, Desiree Rice, Lanna Hubbard, Tina Worthman, Chuck Heeman. Absent: None.

Others Present: Brenda Leisy, Kim Lang, Jody Windhorst, Jennifer Reisig.

Brenda had a correction on # 10, should say public and added sign discussion as # 11. Moved by Cher Maybee to approve the February 14, 2024 agenda with the correction and addition, seconded Tina Worthman YEA: Lanna Hubbard, Tina Worthman, Chuck Heeman, Cher Maybee, Desiree Rice, Kim Johns. NAY: None. Absent: None. Motion passed.

Moved by Kim Johns to approve the January 10, 2024 minutes, November 2023 lodging tax report, financial reports, claims, January 2024 collection report, correspondence, Tourism Director report; seconded by Chuck Heeman. YEA: Lanna Hubbard, Tina Worthman, Chuck Heeman, Cher Maybee, Desiree Rice, Kim Johns. NAY: None. Absent: None. Motion passed.

No additional claims.

Discussed and considered grant application for the 2024 Cattleman's Ball. Jody Windhorst spoke on behalf of the \$14,500 grant request. This will be used for the Friday and Saturday buses and marketing the buses. Without this grant, there would not be buses running. Pickups will be at the Scottsbluff Hotels; Fairfield, Hampton, Holiday Inn and Weborgs. Board suggested they do a Gering pickup such as the Civic Center and to get zip code totals. One run on Friday, three runs on Saturday. Estimating 4,000-5,000 in attendance; 350-400 hotel rooms. Tourism gave \$10,000 for the 2014 Cattleman's Ball. Moved by Chuck Heeman to approve the \$14,500, seconded by Desiree Rice. YEA: Lanna Hubbard, Tina Worthman, Chuck Heeman, Cher Maybee, Desiree Rice, Kim Johns. NAY: None. Absent: None. Motion passed.

Jennifer Reisig provided an update on last years Monument Marathon. They traveled to Deadwood, Lincoln, Bolder Boulder, and Casper to promote the Marathon. They handed out boxes of magazines and played the Marathon video on a continual loop while at the expos.

Discussed and considered payment to Oregon Trail Days after the 60 days cut off. Brenda received the bill last week. Oregon Trail Days Committee received he bill in October. Grant application states the applicant has 60 days. Moved by Chuck Heeman to not approve the late request for payment, seconded by Desiree Rice. YEA: Lanna Hubbard, Tina Worthman, Chuck Heeman, Cher Maybee, Desiree Rice, Kim Johns. NAY: None. Absent: None. Motion passed.

Board discussed election of 2024 Officers. Moved by Kim Johns to keep it the same, seconded by Chuck Heeman. Lanna Hubbard will continue as the Chairman, Cher Maybe as the Vice-Chair and Chuck Heeman as the Secretary. YEA: Lanna Hubbard, Tina Worthman, Chuck Heeman, Cher Maybee, Desiree Rice, Kim Johns. NAY: None. Absent: None. Motion passed.

Discussed public sector voting for WNTC. Brenda is the voting member; an alternate is needed. Chuck volunteered to be the alternate. Brenda discussed the advantages of being a member.

Brenda discussed the new sign and design. Seasonal signs can be changed out. Seasonal signs will be stored in a case behind the sign. Sign will be 3 x 6. Brenda will work with building and grounds to get the sign installed.

Next meeting March13, 2024 @ 1:15 at the Legacy of the Plains Museum.

Meeting was adjourned at 2:22 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, March 13, 2024

1:15 p.m.

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

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

Others Present: Brenda Leisy, Kim Lang, Jim and Nancy Kerr, Alena Haun, Colleen Johnson, Jody Weinmeister, Kirt Schuller.

Moved by Kim Johns to approve the March 13, 2024 agenda, seconded by Chuck Heeman. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Chuck Heeman. NAY: None. Absent: Tina Worthman, Cher Maybee. Motion passed.

Moved by Kim Johns to approve the February 14, 2024 minutes, December 2023 lodging tax report, claims, March 2024 collection report, correspondence, Tourism Director Report; seconded by Desiree Rice. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Chuck Heeman. NAY: None. Absent: Tina Worthman, Cher Maybee. Motion passed.

No additional claims.

Discussed and considered grant application for Monument Marathon. Alena Haun spoke on behalf of the 13<sup>th</sup> annual event and the \$7,000 request. The money goes for emergency needs and scholarships; all money stays local. They continue to increase their exposure for the event. At the expos they pass out the tourism magazines and play the video on continual replay. The 2023 marathon had 533 registered runners. 64% were new to the marathon. Runners were from 36 different states. The event will be held September 28, 2024. Moved by Chuck Heeman to approve the \$7,000, seconded by Cher Maybee. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Chuck Heeman, Cher Maybee. NAY: None. Absent: Tina Worthman. Motion passed.

Learning Session with Thirsty Roots: Jim, Nancy, Jared, and Maggie Kerr spoke on behalf of the Thirsty Roots Farm. Local and family owned. Leafy greens, herbs and edible flowers are hydroponically grown year around in a refurbished shipping container. No soil, roots are in nutrient rich water. 5 – 10 gallons of water circulate

each day. Currently Powerhouse, Tangled Tumbleweed and Mixing Bowl purchase produce. Jim and Nancy provided samples for the Board to try.

Discussed and considered grant application for Old West Balloon Fest. Colleen Johnson spoke on behalf of Old West Balloon Fest and their 10<sup>th</sup> year. Last year the Youth Ballooning Camp had 300 kids in attendance. This year they will host 400 kids. The camp will take place on August 5th and August 6th. \$6,000 is being requested; \$4,000 for T-shirts, \$2,000 for supplies for the camp. Balloon Fest is expecting 14,000 to 15,000 visitors for this year's 10<sup>th</sup> anniversary. They will also be recognizing the sponsors and pilots that have been participating the last 10 years. Moved by Cher Maybee to approve the \$6,000, seconded by Kim Johns. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Chuck Heeman, Cher Maybee. NAY: None. Absent: Tina Worthman. Motion passed.

Discussed and considered grant application for Father's Day Classic. Jody Weinmeister and Kirt Schuller spoke about the event that will be held on June 14th and June 15th. This will be the 25th annual show. A few classes have been added. This year they will have a quality speaker sound show for the cars. This will bring the younger crowd. People come back yearly because of the way they are treated here. This year they will be recognizing the long timers at the awards banquet. Participants say this is the best car club around. The club is doing more social media this year. Last year 307 cars were registered. Moved by Chuck Heeman to approve the \$11,766.50 request, seconded by Cher Maybee. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Chuck Heeman, Cher Maybee. NAY: None. Absent: Tina Worthman. Motion passed.

No report was received from the Midwest Theater due to Tina Worthman being absent at this meeting.

Next meeting will be moved to April 17, 2024 @ 1:15 at the Legacy of the Plains Museum.

Meeting was adjourned at 3:30 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, April 17, 2024

1:15 p.m.

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

Board Members Present: Kim Johns, Cher Maybee, Desiree Rice, Lanna Hubbard, Chuck Heeman, Tina Worthman. Absent: None.

Others Present: Brenda Leisy, Kim Lang, Karla Niedan-Streeks, Dave Wolf, Jina and Edison Red Nest, Jackie Cawiezel.

Discussion on when the monument will have a board member attending the meetings. Brenda will reach out to them. Tina requested to add discussion regarding doing a FAM tour.

Moved by Cher Maybee to approve the April 17, 2024 agenda, with the Fam tour added after # 11, seconded by Kim Johns. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Chuck Heeman, Tina Worthman, Cher Maybee. NAY: None. Absent: None. Motion passed.

Moved by Kim Johns to approve the March 13, 2024 minutes, January 2024 lodging tax report, claims, April 2024 collection report, correspondence, Tourism Director Report; seconded by Desiree Rice. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Chuck Heeman, Tina Worthman, Cher Maybee. NAY: None. Absent: None. Motion passed.

No additional claims.

Discussed and considered incentive grant/marketing request for Circle the Bluffs Pow Wow. Dave Wolf spoke on behalf of the event that will be held June 29<sup>th</sup>, 10:00 a.m. to 10:00 p.m. Event was cancelled last year due to some issues that came up. Request is the same as last year. Money will run through the OTC Foundation. Breakdown for request: marketing \$1,127.60, incentive \$1,942.00, cash prize \$5,050; total \$8,119.60. Moved by Kim Johns to approve the \$8,119.60

request, seconded by Cher Maybee. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Chuck Heeman, Tina Worthman, Cher Maybee. NAY: None. Absent: None. Motion passed.

Discussed and considered Capitol Improvement grant for Scotts Bluff Fair Grandstand Mural. Lanna Hubbard spoke on behalf of the mural. Currently the back of grandstands doesn't look nice. Lanna got the idea for the mural while traveling. Local artist Barry Lee will complete the mural for a total cost of \$7,000. The artwork will represent Scotts Bluff County with tractors, sun flowers, corn, water towers, etc. He will come back for maintenance in the future. Suggestions were made that maybe a grant would be available from the Art Counsel or OTC Foundation. Lanna would like to have a ribbon cutting once the mural is completed. Moved by Desiree Rice to approve the \$3,500.00 request, seconded by Kim Johns. YEA: Kim Johns, Desiree Rice, Chuck Heeman, Tina Worthman, Cher Maybee. NAY: None. Absent: None. Motion passed. Lanna Hubbard abstained from voting.

Discussed and considered grant application for 308 United Softball. Jackie Cawiezel presented the request for \$3,400. The Oregon Trail Invite will be May 17<sup>th</sup> and 19<sup>th</sup>, the Summer Slam will be July 28<sup>th</sup> to July 30<sup>th</sup>. This money will be used for hotel costs for the umpires. They are expecting over 70 teams at these tournaments. Most teams come from over 100 miles. Each team will have at least 11 players, two coaches and family. Teams will come from Wyoming, Nebraska, Colorado, and South Dakota. Last year the Gering invite filled up campgrounds and Gering hotels. Moved by Kim Johns to approve the \$3,400.00 request, seconded by Cher Maybee. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Chuck Heeman, Tina Worthman, Cher Maybee. NAY: None. Absent: None. Motion passed.

Discussed and considered change to the Tourism meeting time and location. Charlie requested the discussion be added to the agenda. Prior to the discussion, Charlie sent a text stating he couldn't make the meeting. The Board proceeded with the discussion regarding different times and locations. The Legacy location works well; Brenda is able to do Zoom presentations and retrieve items from her office during meetings. Previously in the past, the member that represents the Monument was not allowed to attend meetings after hours, this could be an issue for future meetings if they are held after business hours. Lunch hour was suggested as a possible time and would work for some of the Board. Due to the length of the Tourism meetings, more than an hour is needed. A few of the Board members said evenings would not work. The Legacy location works for some, takes a bit of time for others to drive to the location. It was commented that the time and location needs to be what works best for the majority Board to meet. Having Charlie present at the meetings would be helpful so when something is taken to the Commissioners, he would be aware of what was discussed at the Tourism meeting. One suggestion was if Charlie can't make the meeting, could the Board have an alternate Commissioner attend. State statutes need to be followed. Additional discussion on what the state statutes says and that an informational meeting with Commissioners is needed to define the roles of the Tourism Board and Commissioners. Suggested that Lanna would be the spokesperson since she is the Chairperson.



Brenda discussed amending the March 13, 2024 minutes. Father's Day Classic did not need the amount of \$11,766.50 that was previously approved; they needed \$7,500.00. Moved by Cher Maybee to approve the amended amount of \$7,500.00, seconded by Tina Worthman. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Chuck Heeman, Tina Worthman, Cher Maybee. NAY: None. Absent: None. Motion passed.

Brenda shared the mission statement for the Scotts Bluff /Gering Sports Council.

Tina suggested having a FAM Tour with all the front line people so they could see what is here. Brenda and Karla have done this in the past. Tina will do some work on this.

Next meeting will be May 8, 2024 at the Legacy of the Plains Museum.

Meeting was adjourned at 3:40 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, May 8, 2024

1:15 p.m.

The meeting was called to order at 1:19 p.m. by Cher Maybee.

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

Commissioner Representative Charlie Knapper: not present

Alternate Commissioner Representative: not present

Others Present: Brenda Leisy, Kim Lang, Karla Niedan-Streeks, Tami Lippstreu, Ryan Bowlin, Mayra Heeman, Annie Folck.

Moved by Kim Johns to approve the May 8, 2024 agenda, seconded by Tina Worthman. YEA: Kim Johns, Lanna Hubbard, Chuck Heeman, Tina Worthman, Cher Maybee. NAY: None. Absent: Desiree Rice. Motion passed.

Moved by Chuck Heeman to approve the April 10, 2024 minutes, February 2024 lodging tax report, claims, May 2024 collection report, correspondence, Tourism Director Report; seconded by Cher Maybee. YEA: Kim Johns, Lanna Hubbard, Chuck Heeman, Tina Worthman, Cher Maybee. NAY: None. Absent: Desiree Rice. Motion passed.

No additional claims.

Discussed and considered Capitol Improvement Grant for Twin Cities Baseball. Ryan Bowlin spoke on behalf of the \$50,000 grant for lighting. This is the 3<sup>rd</sup> phase. City of Scottsbluff is taking bids to replace the current lights. They are currently running behind on each phase, the last phase has not been completed. Teams have fallen away due to the condition of the field, hoping with the improvements they will get the teams back. 7 teams have been secured for regional tournaments.

At the tournaments, there is a possibility for 8 – 10 teams per weekend. Board discussed grant amounts that were awarded for phase 1 and 2, \$50,000 was awarded for each phase. Concerns that the last phase has not been completed. This property is owned by City of Scottsbluff, questioned how much they have given. Additional discussion on this being a single field, no potential for growth and the recommendations from Huddle Up. Moved by Lanna Hubbard not to approve the \$50,000 request due to phase 2 not being completed, seconded by Chuck Heeman. YEA: Kim Johns, Lanna Hubbard, Chuck Heeman, Tina Worthman, Cher Maybee. NAY: None. Absent: Desiree Rice. Motion passed.

Discussed and considered Marketing Grant for Theatre West. Tami Lippstreu spoke on behalf of the \$1,600 request that will be used for advertising on the digital sign at Essential Fuels. Total cost is \$2,400 for a 12 month period. This advertisement will be used to promote the shows and concerts at the Judy Chaloupka Theater at WNCC. Theatre West and Midwest Theater are currently working together to promote each other. Moved by Chuck Heeman to approve the \$1,600, seconded by Kim Johns. YEA: Kim Johns, Lanna Hubbard, Chuck Heeman, Tina Worthman, Cher Maybee. NAY: None. Absent: Desiree Rice. Motion passed.

Discussed and considered Sport Incentive Grant for Western Nebraska Pioneers. Chuck and Mayra spoke on behalf of the \$9,000 request for collegiate-level umpires for the 2024 season. It is hard to get umpires for our location; had to sign a contract and pre-pay to get these umpires. Need to provide collegiate-level umpires and take care of the players. Future planning includes selling more sponsorships and tickets to fund the increased cost for umpires. Cost last year was around \$12,000, this year \$18,000. Two umpires are needed per game. Discussed what was previously given Pioneers; \$5,000 per year for 3 years. Moved by Tina Worthman to approve the \$9,000 request, seconded by Cher Maybee. YEA: Lanna Hubbard, Tina Worthman, Cher Maybee. NAY: Kim Johns. Absent: Desiree Rice. Abstained: Chuck Heeman. Motion passed.

Discussed and considered Capital Improvement Grant for Five Rocks Amphitheater. Karla Niedan-Streeks spoke on behalf of the \$100,000 for improvements for phase I. City of Gering will match the remaining amount needed. Phase I will make the amphitheater fully ADA compliant. Other improvements include improving the traffic flow, improvements to the east of the pavilion, flattening out the grade, filling in with soil and planting grass to make the area more inviting. Improvements will allow for food trucks to park on a hard service that will be fully ADA accessible and additionally connect the secondary set of restrooms to the amphitheater and pavilion. Phase I will start in the fall of 2024. Signs would be placed in recognition of the Tourism funds. Moved by Cher Maybee to approve the \$100,000 request, seconded by Chuck Heeman. YEA: Kim Johns, Lanna Hubbard, Chuck Heeman, Tina Worthman, Cher Maybee. NAY: None. Absent: Desiree Rice. Motion passed.

Discussed and considered Marketing Grant for Oregon Trail Days. Tina Worthman spoke on behalf of the \$8,500 request for advertisement. 103<sup>rd</sup> year for this event. Leadership changes have occurred. Need to modernize the event and promote as a family friendly event. Looking at updating the website. As of today, the brochures are not ready. Moved by Chuck Heeman to approve \$6,125 for advertisement, seconded by Kim Johns. YEA: Kim Johns, Chuck Heeman, Lanna Hubbard, Tina Worthman, Cher Maybee. NAY: None. Absent: Desiree Rice. Abstained: Tina Worthman. Motion passed.

Brenda proposed changing the June 12<sup>th</sup> meeting to June 19<sup>th</sup> due to a NACO event that she will be attending. Board agreed to change the date.

Board discussed leaving the monthly meeting at 1:15. Meeting will remain at 1:15.

Next meeting June 19, 2024 at the Legacy of the Plains Museum.

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

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, June 19, 2024

1:15 p.m.

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

Board Members Present: Desiree Rice, Kim Johns, Cher Maybee, Lanna Hubbard, Tina Worthman.

Absent: Chuck Heeman.

Commissioner Representative Charlie Knapper present

Alternate Commissioner Ken Meyer present

Others Present: Brenda Leisy, Kim Lang, Karla Niedan-Streeks, Dave Wolf , Anthony Para, Amy Seiler.

Moved by Kim Johns to approve the June 19<sup>th</sup> agenda, seconded by Tina Worthman. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Tina Worthman, NAY: None. Absent: Chuck Heeman, Cher Maybee. Motion passed.

Moved by Desiree Rice to approve the May 8, 2024 minutes, March 2024 lodging tax report, claims, June 2024 collection report, correspondence, Tourism Director Report; seconded by Kim Johns. YEA: Kim Johns, Lanna Hubbard, Tina Worthman, Desiree Rice. NAY: None. Absent: Chuck Heeman, Cher Maybee. Motion passed.

No additional claims.

Cher arrived.

Discussed and considered Promotional Grant for Horizon Music Festival. Anthony Para spoke about the \$9,500 grant request for the free two day festival that will be held August 31<sup>st</sup> to September 1<sup>st</sup>.

Event will be similar to last year. This year they are estimating 10,000 in attendance. They will be hosting Christian artists such as Colton Dixon, Remedy Drive, Leanna Crawford, Jon Burdett and Skillet. Sunday morning they will hold a worship service. Vendors will have a better location this year. Advertising in Rapid City, Cheyenne, Laramie, Casper, North Platte, Front Range, Chardon and Sidney; also advertising on Spotify and Pandora. They will get a count of out of town cars at the festival. The board reminded Anthony they need to use the tourism logo. It was questioned if it followed the criteria. Board discussed this is a non-denominational music festival and non-profit and they that need to assist them in getting established and grow the event. Moved by Cher to approve the \$9,500 promotional grant request, seconded by Desiree. YEA: Kim Johns, Lanna Hubbard, Tina Worthman, Desiree Rice, Cher Maybee. NAY: None. Absent: Chuck Heeman. Motion passed.

Discussed and considered Sports Incentive Grant for Nebraska State Soccer. Crystal Collins spoke by zoom on behalf of the event that will be held July 20, 2024. Estimating 250 kids. Last year approximately 100 kids attended; 20% from outside of this area. Registration fee is \$165 per team, \$50 per person for tryouts. Summer host sites are Scottsbluff, Bellevue, Lexington and South Sioux City. Board discussed most kids were local last year; Board would like to help with the marketing. Moved by Tina Worthman to approve \$1,500 for marketing, seconded by Desiree Rice. YEA: Kim Johns, Lanna Hubbard, Tina Worthman, Desiree Rice, Cher Maybee. NAY: None. Absent: Chuck Heeman. Motion passed.

Discussion regarding Tourism Board function, lodging tax disbursement, responsibilities and meeting locations. Kim stated clarity was needed regarding the function of this committee. Many years ago commissioners decided grant requests \$10,000 and above needed to go to the Commissioners for final approval. Unknown where this came from. The Tourism Board spends a lot of time discussing the grant requests, when it goes to the commissioners and it gets trumped, it feels like a waste of time for the Tourism Board. Kim commented they need a liaison that can be at the Tourism meetings and that can trust the Tourism Board. The Tourism Board and Commissioners need to be on the same page and have a common goal. This Board is necessary for the disbursement of the money. Charlie mentioned that the Commissioners can waive the by-laws if they have a good reason. Charlie tabled the Five Rocks Amphitheater grant request to get more information. He spoke with several people regarding the grant for Five Rocks Amphitheater and concluded the commissioners needed to approve the grant. During that time, the Five Rock Amphitheater grant request was withdrawn. Tina discussed that the research needs to be done before the meeting and not wait until it is taken to the Commissioners. It was mentioned that they need to have the same common goal to work collectively and to make this this a destination and put heads in beds and create positive experiences. Charlie stated to be successful you need friction; this friction is good. Charlie also mentioned he sent Brenda's job description, state statutes, and bylaws to the Commissioner to review; he would like a joint meeting between the Board and Commissioners. Board discussed the need of explaining to the Commissioners on how the Tourism Board is made up and their duties. Additional discussion on the need to review and update the strategic plan and possibly following how North Platte manages their grant requests.

North Platte reviews their requests twice a year. Huddle Up suggested this same process. Board agreed to update their process and start the two application periods this January 2025; one in the spring and one in the fall. Commissioners need to trust this Boards decisions if going to two times a year. The liaison also needs to be present during the application review. Charlie has spoken to several people, they mentioned they would like the meeting at a later time in the day; Brenda stated it has been discussed with her board and the meeting time would remain at 1:15.

Discussion regarding Sports Incentive cap. Additional discussion on funding the sports officials, it does not grow the sports program. Sports Incentive cap was tabled for future discussion.

Additional discussion and comments: Charlie would like to do something big in our County such as something with Five Rocks or something with a sports facility.

Dave mentioned the Japanese Hall grand opening was a big success, 1,200 to 1,300 in attendance; they were full by 8:30 a.m.

Next meeting July 10, 2024. Location TBD.

Meeting was adjourned at 4:02 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, July 10, 2024

1:15 p.m.

Meeting was called to order at 1:35 p.m. by Lanna Hubbard.

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

Commissioner Representative Charlie Knapper not present.

Alternate Commissioner Ken Meyer not present.

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

No agenda for this meeting. This was an informal meeting to discuss updating the strategic plan and proposed changes to the bylaws.

Reviewed bylaws, discussed updating the wording to Visitors Committee.

Brenda discussed the benefits they get from the travel writers and influencers.

Discussed the Strategic Plan and the need for updating the plan. Once the Tourism events are over this fall, Brenda will send out invitations to the surrounding areas Mitchell, Morrill, Minatare, Gering, Scottsbluff, etc. Brenda will do a survey and host a public meeting to see where people want the focus prior to updating the strategic plan.

Discussed if a dollar amount needed to be tied to each area of the Strategic Plan.



It was mentioned that Scottsbluff needs to be promoted. Discussion on whether printed material is still important. Brenda mentioned that the results from the poll taken at the Monument show visitors still like printed material.

Meeting was adjourned at 3:00 p.m. by Lanna Hubbard.

Scotts Bluff Area Visitors Bureau

Legacy of the Plains Museum

Wednesday, August 14, 2024

1:15 p.m.

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

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

Commissioner Representative Charlie Knapper was present.

Others Present: Brenda Leisy, Kim Lang, Dave Wolf, Kim Sharples.

Cher Maybee and Chuck Heeman unable to attend this meeting. Commissioner Charlie Knapper questioned if they could vote by email, clarification is needed. Meetings can be conducted by zoom as long as they are recorded. Going forward Charlie Knapper would like Commissioner Comment added to the agenda right after consider approval of additional claims.

Moved by Kim Johns to approve the August 14<sup>th</sup>, 2024 agenda with Charlie Knapper's modifications, seconded by Tina Worthman. YEA: Kim Johns, Lanna Hubbard, Desiree Rice, Tina Worthman, NAY: None. Absent: Chuck Heeman, Cher Maybee. Motion passed.

Moved by Desiree Rice to approve the June 12, 2024 minutes and July 10, 2024 work session, lodging tax report, claims, July 2024 collection report, correspondence, Tourism Director Report; seconded by Kim Johns. YEA: Kim Johns, Lanna Hubbard, Tina Worthman, Desiree Rice. NAY: None. Absent: Chuck Heeman, Cher Maybee. Motion passed.

No additional claims.

Charlie Knapper spoke about how he would like to see the future meetings conducted. Consider approval of additional claims will now be followed by Commissioner Comments then business discussion for 1 hour. Once business discussion is adjourned, the board will move into a work session. Voting will be done in business session. Kim John's terms ends in December, Charlie would like to change the make-up of the Board by doing away with the at-large board member and possibly add an additional lodging person; Gering and each area of Scottsbluff would be represented. Charlie would also like to update the by-laws to say Sports. Discussion regarding Karla Niedan-Streeks resignation and her duties; this would be a conflict to combine with Scotts Bluff County Tourism. Charlie also mentioned that at one of the previous Commissioner meetings several people in attendance supported the sports idea.

Discussed and considered sponsorship for the Western Nebraska Pioneers 2025 Season. This year, Colorado visitors came here to watch their teams play. They mentioned they are planning on coming back to the area. Board discussed the 3-year sponsorship vs. a 1-year sponsorship. Questioned if it was possible to advertise at their fields in Colorado and if it's possible to get a bus of the Colorado visitors. Moved by Tina Worthman to do a 1-year sponsorship for 2025 and revisit next year, seconded by Desiree Rice. YEA: Kim Johns, Lanna Hubbard, Tina Worthman, Desiree Rice. NAY: None. Absent: Chuck Heeman, Cher Maybee. Motion passed.

Discussed marketing budget for 2024 – 2025. Brenda reformatted the marketing budget spreadsheet so that it was easier to follow.

Brenda gave an update on the Nebraska Tourism lead program. At the last October Nebraska Tourism Conference, she was able to purchase advertising for \$1,000. When people click on the banner ads, Brenda gets notified. Since the first week of January, over 1,900 clicks. Due to postage rates, nothing has been mailed out. Discussed sending informational post cards so that these potential visitors were getting something.

Additional discussion on Robidoux Rendezvous event coming to an end. Charlie suggested possibly hiring a Race Director to coordinate future races such as Robidoux Rendezvous.

Next meeting September 11, 2024 @ 1:15 p.m.

Meeting was adjourned at 2:27 p.m. by Lanna Hubbard.

