

Scotts Bluff Area Visitors Bureau
North Commissioners Room at the Scotts Bluff County Administration Building.
Wednesday, February 19, 2025
1:15 p.m.

Meeting was called to order at 1:17 p.m. by Lanna Hubbard and roll call was taken.

Board members present: Lanna Hubbard, Chuck Heeman, Melissa Price, Cher Maybee
Board members absent: Desiree Rice, Marvin Byrd
Commissioner Representative Charlie Knapper and alternate representative Ken Meyer

Guests: Krista Sarchet, Justin Fitzke, Rebecca Shields, Rebecca Hauk, Chris Delotte, Matt Carpenter, Amy Seiler, Tina Worthman, Dave Hoxworth, Triniti Burgner, John Marchall, Aaron Raines, Lisa Rein, Pat Horner and Ashley Hobbs.

Others present: Brenda Leisy, Dave Wolf

Call made for open comment, none offered.

The Board and guests began an open work session to discuss the organization of a “Scotts Bluff/Gering Sports Council” as presented in 2024 as part of the Huddle Up Group recommendation document. Key slides and highlights were presented to the group by Commissioner Knapper. The document offered guidelines in how to organize a Council and action points to begin the process.

Guests were asked to provide input and regards to duties, goals and community needs in organizing the Council, and to discuss the need for a full-time “Sports Commissioner” role in the Council. The “Commissioner” position (official position title TBA) would be funded through the Scotts Bluff County Tourism Bureau and considered an employee of Scotts Bluff County. A formal job description would be formed by Scotts Bluff County HR.

Many discussion points were presented by the Board, Commissioner Knapper and guests, including challenges (facilities, shortages of volunteers and officials, potential lack of communication between parties) and advantages (open spaces, ability to hold events in multiple venues, ability to bring non-traditional events to Scotts Bluff County).

Information in this work session will be used to form the job description and duties of the potential employee, and more discussion will be held as the position is formed. Most attendees agreed that this position is needed in some form – either full time from the beginning or part time with potential growth. Unclear on who will lead the next step in the process.

The work session ended and guests were invited to stay but were welcome to leave.

Board approved the February 19, 2025 agenda with no modifications.

Board approved the consent agenda with no modifications.

Discussion was had about adjusting Board meetings to quarterly. It was decided to keep meetings monthly with a requirement to meet every two months, and decide every other month if a meeting was necessary. Meetings in April and October are necessary in order to approve grant requests, holding to the timeline of April 1 and October 1 deadlines for grant submissions.

Sub-committee assignments were discussed and filled as follows:

Executive Committee: Lanna Hubbard, Cher Maybee and Chuck Heeman

Marketing: All members

Grants: Tina Worthman, Dave Wolf, Lanna Hubbard

Sports: Melissa Price, Chuck Heeman

The Board approved a joint purchase of the Placer.ai visitor tracking program on a three-year contract, with the provision of a 50/50 cost share with Twin Cities Development (TCD). A written agreement for the full three-year contract cost share is to be secured from TCD before purchase is completed. Discussion was had about who would have access to the Placer.ai program and it was agreed that access would be limited and information could be requested from those who have password access. Commissioner Knapper was to obtain the documentation from TCD and execute the purchase.

Brenda Leisy shared the ADA upgrades to the Bureau website, showing how the site could be adjusted to make access and information more readily available to those who are challenged in viewing the traditional site.

Business meeting was adjourned at 4:45 p.m.

The next meeting will is scheduled for April 9, 2025 at 1:15 p.m. in the North Commissioners Room of the Scotts Bluff County Administration Building.