

Scotts Bluff Area Visitors Bureau

North Commissioners Room at the Scotts Bluff County Administration Building.

Wednesday, January 8, 2025

1:15 p.m.

Meeting was called to order at 1:15 p.m. by Lanna Hubbard and roll call was taken.

Board members present: Desiree Rice, Jay Sturdivant, Lanna Hubbard, Chuck Heeman, Melissa Price, Cher Maybee

Board members absent: None

Commissioner Representative Charlie Knapper and alternate representative Ken Meyer

Guest: Chris Long, representing 23 Club

Others present: Brenda Leisy, Dave Wolf

Motion made to approve January 8 agenda, consent agenda and all reports. Approved by all.

No additional claims were presented for approval.

Commissioner Knapper spoke about the use of Placer.ai and the interest from other community entities, including Twin Cities Development and City governments of Gering and Scottsbluff. He suggested that all entities reach an agreement to share the approximate \$30,000 investment and share universal use. No motion was made on this item.

Discussion was had about the makeup of the current Board. Jay Sturdivant made us aware that as an employee of Game and Parks, he is not allowed to serve on the Board. Jay would like to move to a liaison position and still be involved. All board members agreed.

The change in designation for Mr. Sturdivant led to a discussion of Board positions and how the seven board positions are to be allocated. After much discussion, the following was proposed:

1. Two lodging-specific positions, which are currently occupied by Desiree Rice and Lanna Hubbard;
2. One attractions-specific position, currently occupied by Cher Maybee;
3. Two sports-specific positions, currently occupied by Melissa Price and Chuck Heeman;
4. One at-large position, currently open with the change in designation of Jay Sturdivant;
5. One hospitality position, currently open.

Lanna Hubbard noted that the above proposition would maintain the standard outlined in paragraph 17 of the Nebraska Lodging Tax law. Brenda Leisy is to make formal proposal to the Commissioners. Chuck Heeman made a motion to accept the changes for the bylaw as presented and the motion was seconded by Lanna Hubbard. Nay: 0 Absent: 0 Motion passed

Much discussion was had about the recent changes to bylaws and the reality of those changes. This discussion ranged from frequency of meetings to grant deadline dates/cycles. It was proposed to change meeting dates from quarterly to every other month, with a note that if there were not enough agenda items for a meeting, there was no necessity for that meeting to be held. Further discussion will be held.

In regards to grant cycles, Board members expressed concern about the twice-a-year cycle of grant application approvals, along with the proposed philosophy of focusing on larger grants. The Board's concern was possible

discontinuation of many smaller events in our region that add to quality of life and rely on grant funding to assist them from year to year. Further discussion will be held.

The Sports “event creation” position proposed by Commissioner Knapper was discussed, with no decisions made or resolutions proposed. The discussion ranged from the need for this position to the parameters of full-time vs. part-time, who would pay for the position, and goals of that position. Commissioner Knapper proposed that this position would be assigned to bring in large events and tournaments equitable to the 23 Club’s yearly tournament, which injects a sizeable amount of tourism dollars into the community. No decisions were made and further discussions will be held.

The next meeting will be announced as soon as possible based on discussions from this meeting. Notes submitted by Chuck Heeman for the January 2025 meeting.