

AMMENDED on May 20, 2025 @ 8:26 a.m.

Scotts Bluff Area Visitors Bureau Tourism Advisory Committee meeting
North Commissioners Room at the Scotts Bluff County Administration Building.
Thursday, April 10, 2025

Meeting was called to order at 12:15 p.m. by Lanna Hubbard and roll call was taken

Committee members present: Lanna Hubbard, Marvin Byrd, Melissa Price, Cher Maybee, Chuck Heeman, Desiree Rice

County liaison: Mark Harris

Guests: Dave Wolf, Lisa Betz-Marquez, Debbie Wagner, Jean Bauer, Maunette Louks

There was no public comment.

The Committee approved the April agenda and consent agenda as presented, with one change to the listing of grant reviews. The Gering Wrestling Club submitted a grant application for an event that had already occurred and that application was removed from consideration.

Brenda Leisy shared the artwork for Cell Phone-style postcards, paid for in part by a grant from Nebraska Tourism. The value of advertising was stated at \$2,591, and costs were \$641.02 (paid by grant) and \$345.00 (paid by the Bureau). This was approved by the Committee in 2024.

Discussion was held to consider the addition of a part time employee to assist Brenda Leisy in some of the more routine tasks of her position. When the Tourism office was located at the Legacy of the Plains, Legacy volunteers assisted with these items (bag stuffing, addressing post cards, packing boxes of brochures, etc.). With the moving of the office to the Administration Building this is no longer an option. Brenda presented two scenarios for the part time position and recommended a position that would work an average of eight hours per week at \$16.50 per hour, a yearly estimated expense of \$7,389.10. This position would not receive County health, pension or other benefits. The Committee authorized Brenda to pursue this option. It was noted by Chuck Heeman that saving \$7,200 a year by moving out of the Legacy office now results in an expense of \$7,389.10 a year, at minimum, for this employee.

Brenda updated the Committee that two people have applied to join the board and interviews will be scheduled.

Brenda updated the Committee on the 2025 Nebraska Passport book, a state-wide Nebraska Tourism production designed to encourage visits to more than 90 locations in the state.

The Committee approved a recommendation by the Executive Subcommittee that grant reviews be returned to a monthly cycle rather than the twice-a-year cycle recommended earlier. Brenda will put out proper notification on this item and a bylaw change is not needed.

Brenda presented a proposal by JNW Consulting of Scottsbluff to assist and prepare an updated strategic plan. The proposal investment is \$8,460. The Committee approved moving forward with the proposal. It was noted that the County Commissioners desire to be a part of the process so that more Commissioners are familiar with the workings of the Tourism Bureau and the Advisory Committee. All members of the Committee agreed this is a good idea and welcomed the cooperation.

Dave Wolf gave an update from the Nebraska Tourism Commission, a body to which he was recently appointed. He noted that of the current Commission members, only two remained from last year's body. He noted that many of the new appointees are more economic development-based than tourism-based. He noted that Tourism is the third-largest industry in the State of Nebraska.

It was noted that the Nebraska Tourism Commission will hold their annual meeting on May 14, and both Dave and Brenda attend this meeting. The date conflicts with the Advisory Committee's regular schedule and the Advisory Committee agreed to move the May meeting to the 21st.

~~Michelle~~ Melissa Price and Chuck Heeman form the Sports Council Subcommittee and it was recommended that Brenda solicit applications for community stakeholders to join the Council.

Next meeting is set for May 21, 2025 at 1:15 at the North Commissioners Room of the Scotts Bluff County Administration Building.

The Business meeting was adjourned at 1:30 p.m. and the Committee commenced reviewing a number of grant requests. Results of those reviews is attached.