

Scotts Bluff Area Visitors Bureau
North Commissioners Room at the Scotts Bluff County Administration Building.
Wednesday, May 21, 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: Lanna Hubbard, Chuck Heeman, Melissa Price, Cher Maybee, Desiree Rice

Commissioner Representative present: Mark Harris

Others present: Brenda Leisy, Dave Wolf

The May 21, 2025 minutes, lodging tax report, monthly operating statement and Tourism Director report were all approved as part of the Consent Agenda.

The Committee discussed possible dates to begin the Strategic Plan process and would like to set that date as Tuesday, September 30 from 1-5 p.m., with a location to be determined. Brenda Leisy will confirm with all parties that the recommended date is feasible.

The Committee listened to an update from a previous grant application from the Nebraska State Historical Society regarding upgrades to the Walk the Rock facility and approved their grant request of \$15,500.

The Committee listened to a revised grant application from Don Osborn regarding a centralized website to promote Scotts Bluff County events. Discussion among the Committee concluded that this additional website is, at this time, something the Committee would not fund. The website seems to provide information that is readily available from tourism sites, social media outlets and other places. Concerns were raised about security, inappropriate posts and oversight.

The Committee watched a presentation from a marketing company associated with Dennis Quaid (actor) and paying that company to produce a commercial that would show as part of Mr. Quaid's tourism program on outlets throughout the country. After consideration the Committee voted to pass on this opportunity.

The Committee considered and reviewed the bylaws as they relate to the current open position on the Board. The recommendation was made to amend the bylaws, returning to the previous standard of interviews and approval.

Dave Wolf provided an update regarding the Nebraska Tourism Commission.

Updates were given by Brenda Leisy on upcoming meetings regarding the formation and progress of the Sports Council. An initial meeting was set for June 2.

Meeting adjourned at 3:15 p.m.

The next meeting is scheduled for June 11, 2025 at 1:15 p.m. in the North Commissioners Room of the Scotts Bluff County Administration Building.