

Scotts Bluff County Tourism Board  
North Commissioners Room at the Scotts Bluff County Administration Building.  
Wednesday, June 11, 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, Cher Maybee, Bekah Gorsuch, Marvin Floyd

Commissioner Representative present: none

Others present: Dava Wolf, and Shawn Seiler

The June 11, 2025 minutes, approval consent agenda, discuss the Monument Mile, Marketing grant for Don Osborn, Bylaw change,

The committee listened and discussed the sports incentive for the Monument Mile present by Shawn Seiler. Planned to be a “kickoff” event for Oregon Trail Days. Along with marketing plans that will be present before and during the event. The committee decided to go ahead with the event and marketing plan presented from Shawn Seiler.

The committee discussed and considered the revised Marketing grant for Don Osborn regarding a marketing campaign with facebook post, a calendar, and 2 month duration. Discussion among the committee decided that they would go through with the marketing campaign using an events calendar and targeted posts. The committee decided that the revised plan was what they were looking for and gave the okay.

The committee considered and reviewed the bylaws as they relate to the current events. The bylaws were passed as consideration by the board members.

The committee discussed and considered property improvement for sport tourism. The committee discussed how to improve and provide a better use for sports facilities that are already in use, such as existing fields, trails, courts, etc.

Dave Wolf provided an update regarding the Nebraska Tourism Commission.

Meeting adjourned at 3:40 p.m. by Lana Hubbard

Next meeting set for

