

Scotts Bluff Area Visitors Bureau  
Directors Report  
Brenda Leisy  
April 8, 2025-May 06, 2025



**General Information:**

- Completed a spreadsheet for Mark Harris/events and co-founders
- Prepared/reviewed 24 grant applications
- Attended the Scotts Bluff County Commissioners meeting
- Picked up supplies for the tourism board meeting
- Ordered Boys State Golf Snacks
- Put together 17 packets for Leadership Sidney
- Wrote a speech for Elenor to present to Leadership Sidney
- Planned and attended the tourism board meeting
- Attended the Old West Balloon Fest Meeting
- Attended a zoom meeting with Placer. ai introduction presentation
- Attended the Flyover to Flyover planning meeting
- Attended the NSAA Boys State Golf Zoom call
- Prepared tour itinerary for the International Livestock Identification Association
- Booked my first group tour coming in 2026 for Old West Balloon Fest
- Scheduled the first meeting with Jamie Weingart
- Responded to all grant recipients
- Prepared a press release seeking sports council members with sub committee
- Submitted changes to WNTC website
- Sent ad and scheduled WNTC Facebook Coop advertising to Maly Marketing
- Started Placer.ai training
- Held board candidate interviews
- Launched Maly Social Media marketing campaign
- Participated in the Sports Nebraska
- Had a meeting with Karla to discuss group travel and go over details regarding a profile sheet update.
- Updated the tourism website and added all calendar events
- Confirmed purchase from Visit Nebraska for the newsletter sponsors
- Prepared name badges and swag bags for the Nebraska Association of Letter Carriers
- Scheduled sports tourism meeting to discuss new sports council members
- Attended a meeting at the Holiday Inn Express to discuss 2025 calendar.
- Delivered materials to Airport
- Delivered materials to Holiday Inn, Monument Inn and Suites
- Started shipments of materials to outside Certified Warehouses
- Started wrapping materials for brochure swap in North Platte

- Delivered National Tourism Week lunches to lodging partners.
- Visited with Kei at the Riverside Discovery Center
- Stock Rack at Fresh Foods
- Attended the Nebraska Historical Society event at Legacy of the Plains Museum

#### **Calls/Visitor Requests:**

- **Pamela Streed from Minneapolis, MN**  
Museums, history, hiking and festivals
- **Elaine De Jong from Orange City, IA**  
Bus Tour
- **Victoria Velinski from Chicago, IL**  
Downtown shopping, Legacy of the Plains Museum
- **Ron Champlin from Omaha, NE**  
History
- **Bill Heistermann from Fort Collins, CO**  
Gravel racing and History

#### **Correspondence:**

- Thank you card from Leadership Sidney for preparing welcome bags
- Thank you from the Nebraska Association of Letter Carriers