



Vision Statement: To make Scotts Bluff County a destination.

Mission Statement: To create a supportive environment that promotes the creation of events, embraces our history, promotes our natural beauty and generates a true interest of our valley as a destination.

February 7, 2018

AGENDA

Scotts Bluff Area Visitors Bureau

Wednesday, July 9, 2025

LOCATION: North Commissioners Room/Administration Building

1:15 p.m.

1. Call to Order. Roll Call.

For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.

2. Introduction of guests.

3. Approve July 9, 2025, agenda (consider modification, changes.)

4. Approve Consent Agenda – Approve June 11, 2025 minutes, April 2025 lodging, tax report, recent claims, Monthly operating statement, correspondence, Tourism Director Report.

5. Accept the resignations from Cher Maybe and Desiree Rice from the Tourism Board/Discuss replacement procedure.

6. Discuss and consider the Advertising and Marketing Proposal for Western Nebraska Pioneers

7. Updates: Tourism Promotional Video and Don Osborn marketing plan for calendar

8. Commissioner's remarks from Mr. Harris

9. Sub-committee assignments

- Sports Council---Update on Sports Council Meet and Greet

10. Adjourn Business meeting-August 13, 2025