

Scotts Bluff Area Visitors Bureau  
North Commissioners Room at the Scotts Bluff County Administration Building.  
Wednesday, July 9, 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, Marvin Floyd  
Two present vacancies

Commissioner Representative present: Mark Harris

Others present: Brenda Leisy, Dave Wolf, Chris Stillahn

The June 11, 2025 minutes, lodging tax report, monthly operating statement and Tourism Director report were all approved as part of the Consent Agenda.

The Committee voted to accept the resignations of Cher Maybee and Desiree Rice from the Board.

Sean DeLean provided an update about the 23 Club's annual Father's Day tournament. He reported slightly fewer teams than in previous years but mentioned the great comments received from visitors to Scotts Bluff County

The Committee approved a three-year continuation of the current marketing contract with the Western Nebraska Pioneers Baseball Club at \$7,500 per year, \$22,500 total, to cover the 2026-27-28 seasons with all current elements continuing. Brenda Leisy mentioned that the Bureau is working on an updated

Brenda Leisy walked the Committee through the process of searching for candidates for the two vacancies currently on the Board – the areas are hotelier and attraction professionals. The Committee agreed that formal interviews would start in September, as the August Board meeting is traditionally not held due to events like Oregon Trail Days, Old West Balloon fest and others that pull efforts from Ms. Leisy and others on the Committee in other directions. Ms. Leisy will place appropriate advertisements in the next 10 days in order to help promote participation by eligible candidates.

Mark Harris commented that he had few comments as the Board appears to be taking care of business.

Brenda Leisy updated the Committee on the initial Meet and Greet of the Sports Council at Papa Moon in Scottsbluff, the meeting went well and many people were interested in the organization. She also updated the Committee on an invitation-only Scotts Bluff County Visitors Bureau party deck group at the Front Range League All Star Game on July 8. The group was impressed with the event and the opportunity to increase tourism through events like the All Star Game.

Meeting adjourned at 3:15 p.m

The next meeting is scheduled for September 10, 2025 at 1:15 p.m. in the North Commissioners Room of the Scotts Bluff County Administration Building.