

Scotts Bluff Area Visitors Bureau
North Commissioners Room at the Scotts Bluff County Administration Building
Wednesday, September 10, 2025
1:15 p.m.

Meeting was called to order at 1:15 p.m. by Lanna Hubbard.

Board Members Present: Lanna Hubbard, Bekah Gorsuch, Melissa Price, Chuck Heeman
Board Member Absent: Marvin Floyd
Two Board Vacancies

Commissioner Representative Present: Mark Harris

Others Present: Brenda Leisy, Kim Lang, Rebecca Pierce, Amanda LeMay, Chris Brening, William Jennings, Dan & Cindy Dickinson.

Moved by Chuck Heeman to approve the September 10, 2025 agenda, seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Bekah Gorsuch, Melissa Price, Chuck Heeman. NAY: None. Motion passed.

Moved by Melissa Price to approve the August 13, 2025 minutes, June 2025 lodging, tax report, claims, monthly operating statement, correspondence, Tourism Director Report, seconded, Chuck Heeman. YEA: Lanna Hubbard, Bekah Gorsuch, Melissa Price, Chuck Heeman. NAY: None. Motion passed.

No additional claims.

The Committee heard and considered the Sports Incentive Grant for the Gering Wrestling Club presented by Rebecca Pierce. The \$2,300 sports incentive request is for the Bulldog Brawl that will be held December 7, 2025 and the Chuck Deter Classic that will be held February 15, 2026. The club pays the fees for the kids by doing fundraisers. Participants range from pre-K to 8th grade; open to boys and girls. The events will bring approximately 275 to 350 registrations; over 700 people from Wyoming, South Dakota and the surrounding area will be in attendance. The one day event will be held 8:00 am to 3:00 pm. The committee discussed suggestions such as bringing back the duels or holding an event the night prior to promote overnight stays. Tourism logo would be on the flyers and the brackets. Moved by Chuck Heeman to approve \$2,300; \$1,625 for the Chuck Deter Classic, \$675 for Bulldog Brawl, seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Bekah Gorsuch, Melissa Price, Chuck Heeman. NAY: None. Motion passed.

The Committee heard and considered the \$16,400 Incentive Grant for Esports presented by Chris Brening on behalf of Scottsbluff Esports. Chris started this program back in 2021. He was approached by the sports council for a competitive space for video gaming with the idea of making this the best. Esports is the fastest growing sport. Esports encourages the kids to attend school, complete homework, and be part of a team. Kids get internships and sponsorships to college. This year 25 teams will be attending; due to the size of the group, this will be two-day event. Each team will bring at least 5 people; 3 players and 2 coaches. Over half of the attendees are from 100 miles away. Twenty-five to one-third percent of the participants are kids. The event will be livestreamed on January 23rd and 24th. No tournament fee here in Scottsbluff. Volunteer coaches have built this Esports program. The kids have been heard saying this is "exciting" and "a fun experience." Once they play here, they want to come back. The kids love being celebrated. Tryouts start at the beginning of the year and can challenge throughout the year and qualify for state. The Scottsbluff auditorium is equipped to host these tournaments. Commissioner Harris commented that he supported this initiative grant and this event. Moved by Bekah Gorsuch to approve the sports incentive grant in the amount of \$9,900 and \$5,500 for capital improvements provided they can match, seconded by Chuck Heeman, YEA: Lanna Hubbard, Bekah Gorsuch, Chuck Heeman. NAY: None. Melissa Price abstained from the vote. Motion passed.

The Committee heard and considered the \$5,000 - \$10,000 Sports Incentive Grant for Stand-Up and Play Gering presented by Dan and Cindy Dickinson. The grant would assist in purchasing an adaptive golf cart that would assist mobility challenged golfers at Monument Shadows Golf Course. Currently they have raised \$7,000. Dan and Cindy had the opportunity to see the VertaCat mobility cart in Denver. The cart would be kept at Monument Shadows, City of Gering would own, maintain and insure the cart. Stand Up and Play would come here for repairs, 10 year life span, 5 year limited warranty. This would bring Monument Shadows ADA compliant. Additional comments were that this is for a worthy cause. Moved by Bekah Gorsuch to approve the sports incentive grant in the amount of \$7,000, seconded by Melissa Price. YEA: Lanna Hubbard, Bekah Gorsuch, Melissa Price, Chuck Heeman. NAY: None. Motion passed.

Brenda provided an update on the Agri-Tourism Conference. They reached out to Brenda and asked if she would be a speaker about gravel October 27th – October 29th. \$100 scholarships are available to any Board member to attend.

Brenda ran placer for OWBF. Placer did not pull the information correctly; it shows that they went to the hospital. Will figure out the problem and re-run.

John Ricks, Nebraska Tourism Director has resigned. Heather Houge is stepping in at this time.

Commissioner Harris was not present for remarks.

Dave Wolf was not present for a Tourism Report.

Melissa Price and Chuck Heeman spoke on behalf of the Sports Council. Esports presented at their meeting; need to have AAU volleyball here, does well on the Eastern side of the state. New budget \$30,000 to try new events here; Chuck discussed amateur and professional boxing. Also discussed Cheerleading; drill team, cheer and dance could be held anywhere and run on a shoulder season.

Committee interviewed William Jennings. William mentioned the importance of getting people here to hear about our history. He would contribute to enhancing tourism and promoting our region. Background in hospitality, marketing and public relations. Has assisted with coordinating community events.

Committee interviewed Amanda LeMay. Amanda stated she is passionate about family. Background in hospitality with Holiday Inn Express; hospitality leader. Amanda mentioned we need to tell people what we have here; hotels and restaurants make our community thrive.

After the interviews and further discussion, it was moved by Chuck Heeman to recommend Amanda LeMay as the new committee member, seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Bekah Gorsuch, Melissa Price, Chuck Heeman. NAY: None. Motion passed.

Next meeting October 8, 2025 @ 1:15 p.m.

Meeting was adjourned at 3:49 p.m. by Lanna Hubbard.