



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, October 8, 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 October 8, 2025, agenda (consider modification, changes.)

4. Approve Consent Agenda – Approve September 10, 2025, minutes, July 2025 lodging, tax report, recent claims, Monthly operating statement, correspondence, Tourism Director Report.

5. Discuss and Consider Marketing Grant for Front Range League for the upgrade of website.

6. Interview Jessica Lecher-Wasson for tourism board position to represent attractions

7. Discuss and consider winter date to start strategic plan.

8. Report from the West Nebraska Sports Council

9. Commissioner's remarks from Mr. Harris

10. Report from Nebraska Tourism Commissioner Dave Wolf

11. Sub-committee assignments

- Sports Council---Update on Sports Council Meeting/Chuck and Melissa

12. Adjourn Business meeting-November 12, 2025