

Scotts Bluff Area Visitors Bureau
North Commissioners Room in the Scotts Bluff County Administration Building
Wednesday, October 8, 2025
1:15 p.m.

Meeting was called to order at 1:16 p.m. by Lanna Hubbard.

Board Members Present: Lanna Hubbard, Bekah Gorsuch, Melissa Price (arrived @1:45), Chuck Heeman, Marvin Floyd, Amanda LaMay.

Board Members Absent: None

One Board Vacancy

Commissioner Representative Present: Ken Meyer

Others Present: Brenda Leisy, Kim Lang, Jessica Lecher-Wasson.

Moved by Bekah Gorsuch to approve the October 8, 2025 agenda, seconded by Chuck Heeman. YEA: Lanna Hubbard, Bekah Gorsuch, Chuck Heeman, Amanda LeMay, Marvin Floyd. NAY: None. Motion passed.

Moved by Chuck Heeman to approve the September 10, 2025 minutes, July 2025 lodging, tax report, claims, monthly operating statement, correspondence, Tourism Director Report, seconded, Bekah Gorsuch. YEA: Lanna Hubbard, Bekah Gorsuch, Chuck Heeman, Amanda LeMay, Marvin Floyd. NAY: None. Motion passed.

No additional claims.

The Committee heard and considered the \$5,000 Marketing grant request presented by Chuck Heeman on behalf of the Front Range League. This is a one-time request. The grant would be used to upgrade the website. Currently it is a struggle to find information. Many visitors come here from Colorado; would be good to consolidate everything into a professional website. Visitor's Bureau logo would be on the homepage, roster and schedules along with a link to the tourism website; the logo would be there for five years. Dues from the teams would pay for the remaining cost for the website. Board discussed counting on the other teams to contribute, the logo location, scoring widget and having the tourism link on the website. Moved by Marvin Floyd to approve the \$5,000 grant, seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Bekah Gorsuch, Amanda LeMay, Marvin Floyd, Melissa Price. NAY: None. Motion passed. Chuck Heeman abstained and was not present during voting.

Committee interviewed Jessica Lecher-Wasson for attractions representative. This is Jessica's 2nd year as a flower farmer at Sandy Acres Farm, currently she has 48 raised beds and 2 acres of lavender. Jessica currently sells to local residents and local florists. She hosts U-Pick where visitors can cut flowers and take pictures, she also gives tours. Jessica has a background in hospitality and marketing. Jessica heard about the board opening on the radio; she would like to be more involved in the community. Moved by Chuck Heeman to recommend Jessica as the representative for attractions, seconded by Marvin Floyd. YEA: Lanna Hubbard, Bekah Gorsuch, Chuck Heeman, Amanda LeMay, Marvin Floyd, Melissa Price. NAY: None. Motion passed. Brenda will be on vacation during the next Commissioner meeting, a board member will present the recommendation.

Discussed dates for strategic planning meeting. Board agreed with the morning of December 4th starting at 8:00 a.m. Brenda will send a follow-up email with the location details.

Brenda and Melissa gave an update regarding the Sports Council; they discussed the Bruner basketball tournament which was held in Noah's honor. The council has been working on AU volleyball and cheerleading tournaments, which will be shoulder season events. They also voted on the branding and are working on the website, need to work on the sports directory and a sports link.

Commissioner Harris was not present for remarks. Ken Meyer commented that this Board is doing good things.

Dave Wolf was not present for a Tourism Report. Nebraska Tourism is still looking for a replacement for John Ricks.

Next meeting, November 12, 2025 @ 1:15 p.m.

Meeting was adjourned at 2:35 p.m. by Lanna Hubbard.