



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, November 12, 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 November 12, 2025, agenda (consider modification, changes.)

4. Approve Consent Agenda – Approve October 8, 2025, minutes, August 2025 lodging, tax report, recent claims, Monthly operating statement, correspondence, Tourism Director Report.

5. Discuss and Consider Capital Improvement Project for Scottsbluff High School Auditorium Improvement Project.

6. Discuss and Consider Event Incentive for the Beef Bash

7. Discuss and consider new committees to fill marketing and grant positions

8. Discuss results from Maly Marketing Campaign

9. Discuss 3 Placer AI reports---Heirloom Market, Horizon Music Festival, Beef, Beans and Bluegrass

10. Commissioner's remarks

11. Report from Nebraska Tourism Commissioner Dave Wolf

12. Sub-committee assignments

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

12. Adjourn Business meeting- December 4, 2025---Strategic Planning Session
December 10, 2025---Regular Meeting