

Scotts Bluff Area Visitors Bureau
North Commissioners Room in the Scotts Bluff County Administration Building
Wednesday, November 12, 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, Marvin Floyd, Amanda LeMay, Jessica Lecher-Wasson.

Board Members Absent: Chuck Heeman

Commissioner Representative Present: Matt Parsley

Others Present: Brenda Leisy, Kim Lang, Matt Silverman, Beth Rohrer, Chip Huckfeldt, Casey Mackey.

Moved by Melissa Price to approve the November 12th, 2025 agenda as amended, seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Bekah Gorsuch, Amanda LeMay, Marvin Floyd, Jessica Lecher-Wasson, Melissa Price. NAY: None. Motion passed. Absent: Chuck Heeman.

Moved by Bekah Gorsuch to approve the October 8, 2025 minutes, August 2025 lodging, tax report, claims, monthly operating statement, correspondence, Tourism Director Report, seconded by Marvin Floyd. YEA: Lanna Hubbard, Bekah Gorsuch, Amanda LeMay, Marvin Floyd, Jessica Lecher-Wasson, Melissa Price. NAY: None. Motion passed. Absent: Chuck Heeman.

No additional claims.

Committee heard and considered Capital Improvement grant for Scottsbluff High School Auditorium Improvement Project in the amount of \$50,000 presented by Beth Roher. The auditorium was built in 1962 and was not part of the previous school renovations. Flooring and sound need to be updated; the seats are in good shape and will not need replaced. Many school and community events are held here such as performances, competitions, Old West Choir Fest and guest speakers. Updates will be completed in two phases. The first phase has been completed; the second phase will be completed by next summer. Total renovation cost will be \$740,000; Scottsbluff Public Schools has committed to \$380,000. The remaining funds will come from donations, the community, fundraisers and grants. In October 2024, the High School hosted a fundraiser "A Night to Remember". Board discussed whether this fits the tourism Mission Statement, other concerns are that once the funds are opened up to one school, other schools will come forward. No motion was brought forward in support of the Capitol Improvement Grant.

Committee heard and considered Event Incentive for the Beef Bash that will be held January 2026. Chuck Huckfelt and Casey Mackey spoke on behalf of the \$9,300 request; funds will be used for payouts. This off-peak season indoor event brings in the youth and their parents who stay for several days. Most participants are from outside this area. This is a learning experience for the youth. Moved by Melissa Price to approve the \$9,300 incentive request as presented and seconded by Marvin Floyd. YEA: Bekah Gorsuch, Amanda LeMay, Marvin Floyd, Jessica Lecher-Wasson, Melissa Price. NAY: None. Motion passed. Absent: Chuck Heeman. Abstained: Lanna Hubbard.

Committee heard and considered Capital Improvement Project request for the Scotts Bluff County Fairgrounds. Matt Silverman spoke on behalf of the \$50,000 request annually for up to five years. Many improvements are needed. The Fairgrounds Board outlined a priority list to be completed in three phases. Scotts Bluff County Fair Grounds would like to be a premier location for events.

Some improvements include fans, flooring, bathroom upgrades, sound system, painting, electrical upgrades, barn heating, landscaping. The Board discussed the length of the request and would prefer to do three years and see what has been completed along with a report of the number of visitors they brought in. Moved by Marvin to approve the \$50,000 for each year for the next three years, seconded by Jessica Lecher-Wasson. YEA: Bekah Gorsuch, Amanda LeMay, Marvin Floyd, Jessica Lecher-Wasson, Melissa Price. NAY: None. Motion passed. Absent: Chuck Heeman. Abstained: Lanna Hubbard.

Discussed new committees to fill marketing and grant positions.

Executive – Lanna and Chuck

Grants – Dave, Marvin, Bekah. Dave will do some grants training in December.

Marketing – Jessica and Amanda

Sports – Melissa and Chuck

Brenda discussed results from Maly Marketing Campaign. The campaign has good performance; destination marketing organization has had a huge influx of traffic. “This is a landmark” tells you that you are getting close to your destination. Keeping this campaign; may switch out the story; for best results a campaign should be kept for five years.

Brenda discussed 3 Placer AI reports. Heirloom Market, Horizon Festival and Beef, Beans and Bluegrass. Reports have discrepancies in the numbers. Brenda will visit with Brittany regarding these numbers. It was suggested Brenda could give Brittany our data to see if they could make it work for us. The cost is shared with TCD; the place AI is not working for Tourism. Will need to decide in February or March if the committee would like to keep Placer AI. Report does not show the correct numbers regarding how many traveled over 100 miles or where they were going after an event. It was discussed if tower locations could be affecting the count.

Commissioner Matt Parsley mentioned he was happy to see Tourism on his list and is excited for Tourism. We are a jewel and only scratching the surface. We can do more, the history and scenery will bring people in.

Nebraska Tourism Commissioner Dave Wolf gave an update. Tourism has been down nationwide. A new campaign will be coming out in April or May. Kansas will be hosting FIFA World Cup in 2026; looking for a way to capture some of the crowd. John Ricks has not been replaced.

Sports Council update. Only two people showed up; meeting will be moved to next week.

Brenda will provide drinks and breakfast for the strategic planning meeting. Enhancement fund 2-6090 allows projects for the committee.

Lanna questioned if the committee could do an event such as a drive through light show. The light shows are rented; people could drive though and enjoy when it is cold outside.

Next meeting December 4th – Strategic Planning Meeting at 8:00 a.m.

December 10th – Regular Meeting at 1:15 p.m.

Meeting was adjourned at 3:45 p.m. by Lanna Hubbard.