

Scotts Bluff Area Visitors Bureau

North Commissioners Room in the Scotts Bluff County Administration Building

Wednesday, December 10, 2025

1:15 p.m.

Meeting was called to order at 1:18 p.m. by Lanna Hubbard.

Board Members Present: Lanna Hubbard, Bekah Gorsuch, Melissa Price, Marvin Floyd, Amanda LeMay, Jessica Lecher-Wasson.

Board Member Absent: Chuck Heeman

Commissioner Representative Present: Matt Parsley

Others Present: Brenda Leisy, Kim Lang, Nate Rock, Shawn Sieler, Chris Brening, Kei Hodgson.

Moved by Bekah Gorsuch to approve the December 10, 2025 agenda as amended; adding Girls Wrestling after #6 and Sports Incentive after #7; seconded by Melissa Price. YEA: Lanna Hubbard, Bekah Gorsuch, Melissa Price, Marvin Floyd, Amanda LeMay, Jessica Lecher-Wasson. NAY: None. Motion passed. Absent: Chuck Heeman.

Moved by Bekah Gorsuch to approve the November 12, 2025 minutes, September 2025 lodging, tax report, claims, monthly operating statement, correspondence, Tourism Director Report, seconded by Marvin Floyd. YEA: Lanna Hubbard, Bekah Gorsuch, Melisaa Price, Marvin Floyd, Amanda LeMay, Jessica Lecher-Wasson. NAY: None. Motion passed. Absent: Chuck Heeman.

No additional claims.

Committee discussed and considered a Capitol Improvement Project for Scottsbluff High School Auditorium LED Screens. Chris Brening spoke on behalf of the \$45,000 request. The three screens will be purchased from DVS LED Systems; they can be used together or separated. Will be used in musicals to create different backgrounds and can be used by public speakers. The renovations started in 2023; the sound system has been updated. With the start of the 2026/2027 school season everything will be completed. He mentioned that the school recently funded \$45,000 for the LED screens. They are now short for other renovations; however, the LED screens can still function without the other renovations. The \$45,000 is now needed for the other renovations. Board discussed and commented that they had recently received a request from Scottsbluff High School and that these large events do not bring in overnight stays, visitors are not going to the High School. No motion was made from the board.

Committee discussed and considered the Event Incentive for the Winter Border Brawl to be held on December 18th – 20th. Nate Rock spoke on behalf of the \$5,000 request needed to offset the cost for the referees. This is the 2nd 3-day annual border brawl tournament. Teams from Nebraska, Wyoming and South Dakota will attend and stay for those 3 days. This year they are expecting 25 players per school with up to 10 teams along with approximately 400-600 spectators. 46 games with 3 refs per game; 35 different refs will be needed. Referees \$10,350; temp workers \$5,750, and hospitality \$2,000; approximate cost will be over \$18,000. Concession funds help pay for the temporary help. Board discussed referees are a cost of doing business, maybe the board could provide some hospitality and do something for the coaches and drivers. Moved by Lanna to approve \$500, seconded by Bekah; after further discussion the board determined this did not meet their current goals. Motion failed.

Committee discussed and considered Sports Incentive for Gering Girl's Wrestling Invite to be held on January 17th. Shawn Seiler spoke about the \$2,325 request. This is the 3rd year for this event. It is a 1-day wrestling event that brings in over 300 girls; 32 teams will attend. The event will end around 3:30 p.m. to 4:00 p.m. The event will run on 5 mats with 6 officials. No motion was made from the board.

Marvin Floyd gave a presentation for the Visitor's Center. Marvin has done a lot of research on Gering Union Pacific Train Depot and would like to be able to save this depot. If it is not restored, it will be destroyed. This would be a place where they could create a regional tourism hub; we need a visitor's center. This could also be used for a gathering place for meetings, presentations, receptions and training. This is part of Gering's history and has architectural significance. Currently the building belongs to the Riverside Zoo. Partnerships could be formed with the zoo, Legacy, Gering Visitors Bureau. This would take several phases; would need to start registering with the National Register of Historic Places. Would need to work with someone to get cost of refurbishing this depot and then present this idea to the community. Assistance will be needed from local donors, will need to create a foundation, apply for Tourism grants, possibly Adrian Smith could provide assistance. Phase 1 would need to be the outside repairs. The Depot's hundredth anniversary will be in 2028; a grand opening could be Labor Day 2028.

Board discussed sports incentives. It was questioned how this should be handled. How many people will this event bring in? Will the event happen without tourism funds? Referee are a cost of doing business. Increase in requests for assistance with bringing in referees. Need to review and discuss and have guidelines. Brenda will get with Melissa, Chuck, and report back at the next meeting.

Commissioner Matt Parsley remarked that the Strategic Planning was excellent and very informative, he is looking forward to part two.

Brenda provided an update from the sports council; at their last meeting they discussed cheerleading and volleyball tournaments, needing to work on the sports guide. Will continue with Sports Nebraska.

Additional discussion regarding the upcoming Colorado Stock Show. Brenda, Amanda and Marvin will be attending. Brenda discussed the remaining available marketing funds, \$20,000 left until June; Brenda would like Maly Marketing to come here for the marketing meeting; hosting sports Nebraska here in April.

Next meeting January 14, 2026 @ 1:15 p.m.

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