

Scotts Bluff Area Visitors Bureau
North Commissioners Room in the Scotts Bluff County Administration Building
Tuesday, February 17, 2026
1:15 p.m.

Meeting was called to order at 1:15 p.m. by Lanna Hubbard.

Board Members Present: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson.

Board Members Absent: Marvin Floyd, Amanda LeMay

Commissioner Representative Present: Matt Parsley

Others Present: Brenda Leisy, Kim Lang, Dave Wolf, Tina Worthman, Colleen Johnson, Jay Sturdevant, Steve Maly, Griffin Gale, Maunette Loeks.

Moved by Bekah Gorsuch to approve the February 17, 2026 agenda, seconded by Chuck Heeman. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson.
NAY: None. Motion passed. Absent: Marvin Floyd, Amanda LeMay.

Moved by Chuck Heeman to approve the January 14, 2026 minutes, November 2025 lodging, tax report, claims, monthly operating statement, correspondence, Tourism Director Report, seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson.
NAY: None. Motion passed. Absent: Marvin Floyd, Amanda LeMay.

No additional claims.

Committee heard marketing presentation by Steve Maly and Griffin Gale from Maly Marketing. Current marketing campaign was started in 2020. The campaign is about moments in time; a landmark is something that helps you find your way and is telling a story. Meta had over 1 million impressions. We need to get their attention in 2 seconds. Slow decay advertising – must wait for the ad to play; fast decay advertising – can scroll past. New ads are not needed every quarter, month or week. Campaigns need to be built on emotion, humor, good feelings, and tied to memory. Campaign for 2026, 2027, 2027; tell stories that get their attention, need an updated video list, time frame June 1st. Last videos were done in 2020.

Committee discussed and considered Promotion Grant for Legacy of the Plains Museum's \$8,612.50 request for their website. Current website is having issues, new website is needed, archive will be online, lots of information to showcase. Wiedeman House and Japanese Hall have anniversaries coming up. Committee agreed that a good website is needed. Moved by Bekah Gorsuch to approve the \$8,612.50 request, seconded by Chuck Heeman. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson. NAY: None. Motion passed. Absent: Marvin Floyd, Amanda LeMay.

Committee discussed and considered the \$18,000 (\$6,000 youth ballooning camp, \$12,000 to fund half of the prize money for U.S. National Hot Air Balloon Championship) Incentive Grant for Old West Balloon Fest. Dreams in Flight will be the 12th year. Many improvements over the years, youth kids camp has been very popular with 400 kids in attendance. Overall attendance last year was approximately 8,000; 4,500 of those visitors from out of state. Average visitor stays 2-days spending \$120 to \$150 per person per day; local people will spend \$65 to 85 per day.

Committee discussed suggesting that next year more funding goes towards marketing. Moved by Chuck Heeman to approve \$18,000 request, seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson. NAY: None. Motion passed. Absent: Marvin Floyd, Amanda LeMay.

Committee discussed and considered renewal for Placer AI. Some data didn't match. Would rather spend the money on marketing and not AI at this time. TCD had better use of the data. Committee recommends not to renew. Moved by Chuck Heeman not to renew, seconded by Jessica Lecher-Wasson. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson. NAY: None. Motion passed. Absent: Marvin Floyd, Amanda LeMay.

Discussed ideas for National Tourism Week, May 3rd to May 9th. A mural will be painted representing Agri-history on Reginald Preston's building, the gateway to the art district in Scottsbluff. Tourism Committee, reconnect kids and professional painters will assist with the painting. Jewel Rogers, Nebraska State Poet will be here.

No update or comments from Commissioner Matt Parsley.

Dave Wolf updated the Committee on developments on the state level. Conference went well. Jenn Gjerde has been named the new director. New campaign, Nebraska. All Heart.

Committee heard update from Sports Council. Website not launched yet. Cheerleading/dance competition Labor Day weekend; reviewed the Sport Council by-laws; moved by Chuck Heeman to approve the new by-laws, seconded by Melissa Price. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson. NAY: None. Motion passed. Absent: Marvin Floyd, Amanda LeMay.

It was mentioned that ideas are needed for Maly Marketing.

Next meeting March 11, 2026 at the Legacy Museum @ 1:15 p.m.

Meeting was adjourned at 3:24 p.m. by Lanna Hubbard.