

Scotts Bluff Area Visitors Bureau
Legacy of the Plains Museum
Wednesday, March 11, 2026
1:15 p.m.

Meeting was called to order at 1:20 p.m. by Chuck Heeman.

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

Board Members Absent: None

Commissioner Representative Present: Matt Parsley

Others Present: Brenda Leisy, Kim Lang, Dave Wolf, David Kiraly, Jody Weinmeister, Alena Haun.

Moved by Bekah Gorsuch to approve the March 11, 2026 agenda with a modification regarding discussing chair, vice-chair, and secretary appointments, seconded by Chuck Heeman. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: None.

Moved by Chuck Heeman to approve the February 17, 2026 minutes, December 2025 lodging, tax report, claims, monthly operating statement, correspondence, Tourism Director Report, seconded by Melissa Price. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: None.

No additional claims.

Committee discussed and considered Incentive Grant request for \$9,000 for the Girls Softball program, presented by David Kiraly. The event is scheduled for May 29–31, 2026. It was moved to the weekend after Memorial Day due to local graduation. An estimated 25 to 30 teams will participate, drawing approximately 1,500 to 2,000 spectators. Between 50 and 75 games will be played. Girls from Nebraska, Colorado, Wyoming, and South Dakota will travel here. This event fills all local hotel rooms; in addition, some will camp and stay in Wyoming. Board discussed this is a good event to have in town. Moved by Melissa Price to approve \$2,000 to help with hotel expenses, seconded by Chuck Heeman. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Marvin Floyd, Amanda LeMay. NAY: Jessica Lecher-Wasson. Motion passed. Absent: None.

Committee discussed and considered Promotional Grant for Father's Day Classic Car Show request for \$8,888 for advertising, presented by Jody Weinmeister. This is the 27th year, the event will be held on June 12 and 13, 2026. More than 300 vehicles are expected to attend, drawing an estimated 1,000 to 1,500 spectators. These spectators will spend money on gas and food while in town. Friday features the cash for cruise, and Saturday evening concludes with the awards ceremony with approximately 600 attendees. Local hotels are expected to be fully booked as a result of the event. Moved by Chuck Heeman to approve \$8,000, seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: None.

Committee discussed and considered Promotion Grant request for \$10,800 for the 15th Monument Marathon presented by Alena Haun. All money stays local. 2025 was a record setting year; 43 states were represented. Marketing funds are spent on digital marketing, Colorado Runner E-Magazine, Good Life Halfsy Expo, save the date magnets. 2025 was the last year for the relay, this year they are adding a kids fun run on Friday night. Moved by Chuck Heeman to approve \$8,000, seconded by Bekah Gorsuch.

YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: None.

Discussed fees for video from Lyle Kwiatkowski. Maly Marketing will do videos. Lyle's fees are cheaper than Tyler and he has videos of Old West Balloon Fest. Tyler has lots of videos, many with Visit Gering.

Committee discussed and considered incentive portion of marketing grant. Adam Ostdiek from KNEB questioned what Tourism allows. If they are selling ads, it would be helpful for them to know this information. Board discussed whether new stipulations are needed, should additional funds go to marketing, limits or leave as is. What events does this impact and what is the return on investment? Additional discussion on not giving out more than what is being taken in and what is the cost of doing business. Maybe continue supporting but at a lower level and have a cap or a percentage amount. Need to review all the incentive grants and see the impact. Maybe put more money towards Tourism advertising. Changes would start in July. Look at what is and isn't tourism such as Beef, Bean and Bluegrass Festival and Heirloom Market. Need to visit with the hoteliers to see what events did not bring in the visitors. Additional idea was only giving funds every other year or giving the incentive funds for the 1st year. Need to create a list of what the board supports and take it to the marketing committee then bring back to the board for discussion.

Board nominated Lanna to remain as president, Chuck as Vice-President, Melissa as Secretary. Moved by Chuck Heeman, seconded by Jessica Lecher-Wasson. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: None.

Dave Wolf, Nebraska Tourism Commissioner mentioned unicameral not happy with funds.

Sports Council - Committee heard update from Sports Council. Brunner's gave extensive presentation, two to three years out, estimated cost of 22 million dollars.

Marketing - Jessica presented poll results.

Lodging – National Tourism Week Luncheon. Will be giving an award to a front-line employee, luncheon will be May 6th at the Hampton, grant workshop will be held on Thursday, mural painting on Friday.

Maunette with the Star-Herald will do a local story about "landmarks."

Agri-Tourism Conference will be held here this fall.

Next meeting April 8th, 2026.

Depot discussion. Too costly to renovate, can't move it, would fall apart. Could build cheaper. Possibly use something from the depot such as the doors. Will continue to look for a new location.

Meeting was adjourned at 3:48 p.m. by Lanna Hubbard.