

Scotts Bluff Area Visitors Bureau
Legacy of the Plains Museum
Wednesday, April 8, 2026
1:15 p.m.

Meeting was called to order at 1:16 p.m. by Lanna Hubbard

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: None

Others Present: Brenda Leisy, Dave Wolf, Jay Sturdevant, Chris Stillahn, Tina Worthman

Approve April 8, 2026, agenda (consider modification, changes.): Modification to agenda: The consent agenda will not have the April Operating Statement due to the power outage that happened in Gering. The Operating Statement will be added to the May agenda. Motion to approve as modified made by Bekah Gorsuch 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.

Approve Consent Agenda – Approve March 11, 2026 minutes, January 2026 lodging, tax report, recent claims, correspondence, Tourism Director Report: A motion was made by Bekah Gorsuch and seconded by Amanda LeMay to approve the Consent Agenda. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: None.

Sugar Valley Showdown: Christ Stillahn of 23Club Presented on the Grant Application for the Sugar Valley Showdown Baseball Tournament. Request for \$8000. This tournament had 31 teams last year and is anticipated to have 42 teams this year. Many from Wyoming and Colorado. 35 of 42 teams from outside the area. Discussed having banners made to hang behind the dugouts facing the crown with QR code to tourism website for restaurants, attractions etc. as well as creating a web-based link to send through registration systems with this information that can be used for all sporting events. Chuck will work on banners and Melissa will work with Brenda on online newsletter.

AAU Volleyball: Brenda reported and shared list of receipts. The community had enough rooms for 50 teams. The Sports Council received and reviewed these receipts prior to submission to this board. These items are to be funded out of the sports council specific budget set aside for new events. A motion was made by Chuck Heeman and seconded by Bekah Gorsuch to approve \$9,935.78. YEA: Lanna Hubbard, Chuck Heeman, Bekah Gorsuch, Melissa Price, Marvin Floyd, Amanda LeMay. NAY: Jessica Lecher-Wasson. Motion passed. Absent: None.

Discuss and consider Placer AI: Discussion was held regarding Placer ID contract. After being notified of non-renewal Placer AI returned with request to renegotiate. Returned with new cost of \$5,000 for Tourism's portion. No motion was made to approve.

National Tourism Week activities: Press releases were shared. The Nebraska state Poet will visit. A proclamation ceremony will be at the Scottsbluff elevator (across from BNSF depot). The street will be closed. The signing will be hosted by us, Scottsbluff Creative Beet District and Gering Tourism. The program will include speakers on history and agritourism. We are receiving nominations for Service Champion Award and stories for the digital marketing campaign but board members are encouraged to make nominations as well. There will be a lunch and activities for the hoteliers. On Friday of that week, board members will paint the grain elevator logo on the mural.

Commissioners Comments: Commissioner Matt Parsley could not attend but would like the group to discuss the planning of a 250th anniversary event.

Nebraska Tourism Commissioner: We were featured on GMA - the state. The bird migration was covered. State awards were out and officers will be elected in May. August meeting will be here at Legacy of the Plains.

Sub Committee:

- Sports - Toured the Carpenter Center, learned about programs. Starting work on the sports guide. Commissioners approved the bylaws. Website is underway. Cheerleading event looking at different date. Looking at Flag football.
- Marketing - Looking at custom promotional drain signage.

Grant Review:

Discussion: The tourism board discussed the 23 Club Baseball Incentive grant and decided they couldn't change the rules mid-stream and it had already been determined the costs submitted by the group were eligible costs. The motion was made to accept the incentive grant in the amount of \$4,000.00 to be used for umpires and the baseball club must have QR Codes to the visitors bureaus website posted around the ball diamonds where tournament goers can access the information. YEA: Chuck, Amanda, Marvin, Bekah, Lanna NAY: Jess Motion passes

The meeting was adjourned at 2:51 p.m.