



Vision Statement: To make Scotts Bluff County a destination.

Mission Statement: To create a supportive environment that promotes the creation of events, embraces our history, promotes our natural beauty and generates a true interest of our valley as a destination.

February 7, 2018

AGENDA

Scotts Bluff Area Visitors Bureau

Wednesday, June 10, 2026

LOCATION: Legacy of the Plains Museum

1:15 p.m.

1. Call to Order. Roll Call.

For public information, this meeting of the Scotts Bluff County Tourism Committee has been properly advertised and a copy of the Nebraska Open Meetings Act is available from the Recording Secretary.

2. Introduction of guests.

3. Approve June 10, 2026, agenda (consider modification, changes.)

4. Approve Consent Agenda – Approve May 20, 2026, minutes, March 2026 lodging, tax report, recent claims, Monthly operating statement, correspondence, Tourism Director Report and marketing update.

5. Discuss and Consider Marketing grant/event Incentive for Heirloom Market

6. Discuss and Consider Sports Incentive grant for 308 Hoopla/Trey Winkler

7. Discuss and Consider Incentive grant for the Monument Mile

8. Discuss and Consider Marketing grant/event incentive grant for Horizon Music Festival

9. Discuss and Consider adoption of Strategic Plan

10. Present 2026 Marketing budget

11. Continue Discussion on the 250th celebration

12. Commissioner's remarks---Matt Parsley

13. Report from Nebraska Tourism Commissioner Dave Wolf

14. Sub-committee assignments

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15. Next meeting July 8, 2026

NOTICE OF MEETING

Scotts Bluff Area Visitors Bureau

Notice is hereby given that a regular meeting of the **Scotts Bluff Area Visitors Bureau** will be held on **June 10, 2026 at 1:15**, in the **Board Room @ The Legacy Of The Plains Museum**. The meeting is open to the public. An agenda for such meeting is kept continuously current and is available for public inspection at 1825 10th St. In The Tourism Office.

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