

Scotts Bluff Area Visitors Bureau  
Legacy of the Plains Museum  
Wednesday, June 10, 2026  
1:15 p.m.

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

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

Board Members Absent: Melissa Price, Amanda LeMay.

Commissioner Representative Present: No commissioner present.

Others Present: Brenda Leisy, Kim Lang, Dave Wolf, Tina Worthman.

Brenda requested discussing the applications right after the last presentation before moving on to the next agenda item.

Moved by Bekah Gorsuch to approve the June 10, 2026 agenda along with Brenda's request, seconded by Jessica Lecher-Wasson YEA: Bekah Gorsuch, Lanna Hubbard, Chuck Heeman , Jessica Lecher-Wasson, Marvin Floyd. NAY: None. Motion passed. Absent: Melissa Price, Amanda LeMay.

Moved by Chuck Heeman to approve the May 20, 2026 minutes, March 2026 lodging, tax report, claims, monthly operating statement, correspondence, Tourism Director Report and marketing update; seconded by Marvin Floyd. YEA: Bekah Gorsuch, Lanna Hubbard, Chuck Heeman , Jessica Lecher-Wasson, Marvin Floyd. NAY: None. Motion passed. Absent: Melissa Price, Amanda LeMay.

McKailie and Tonya presented the marketing and incentive requests on behalf of the Heirloom Market. This is the 10th year for the event; 3rd year to be held at Five Rocks Amphitheater. More than 100 vendors will be participating; the two-day event draws around 3,000 visitors. A Friday concert will be new this year. Heirloom Market will be tripling their advertising budget; reaching out to North Platte, Cheyenne, Rapid City, and surrounding communities across Nebraska, Wyoming, Colorado, and South Dakota. In the coming weeks, they will also launch a new podcast series highlighting the vendors to boost visibility and attract new visitors. The Board discussed how many of the 3,000 visitors are actually staying in local hotels; the event is a local event and that the concert would not bring out of town visitors. Moved by Jessica Lecher-Wasson to approve \$2,000 for social media ads and digital ads; they will need to provide the advertising data; seconded by Lanna Hubbard, YEA: Bekah Gorsuch, Jessica Lecher-Wasson, Lanna Hubbard, Chuck Heeman. NAY: Marvin Floyd. Motion passed. Absent: Melissa Price, Amanda Lemay.

Trey Winkler presented the \$2,500 Sports Incentive Grant request on behalf of 308 Hoopla. This will be the first year for the event that is scheduled July 25th. The tournament has the capacity to host up to 64 teams across 8 divisions; the event is for boys and girls from 3rd through 12th grade. They are estimating 1,000 attendees. Marketing efforts will include outreach on Facebook, Instagram, and direct communication with coaches and programs in Nebraska, Colorado, South Dakota, and Wyoming. At the time of the presentation, 4 teams had registered. During the Boards discussion, they questioned how many players will come here. Board also discussed the Tourism logo will need to be displayed along with the banners and QR codes. Moved by Lanna Hubbard to approve \$1,000 towards the purchase of hoops, seconded by Bekah Gorsuch. YEA: Bekah Gorsuch, Lanna Hubbard, Chuck Heeman , Jessica Lecher-Wasson, Marvin Floyd. NAY: None. Motion passed. Absent: Melissa Price, Amanda LeMay.

Rick Marez spoke on behalf of the \$1,300 Incentive Grant request for the Monument Mile. This will be the 2<sup>nd</sup> year for the event which will be held July 9<sup>th</sup> @7:00 p.m. at Legion Park. This is a family-friendly event that anyone can participate in. 200 participants are estimated along with 500 spectators. Last year 130 people participated. Everyone will have an opportunity to win a prize. Tourism Board discussed the event; this is a community event. No motion was made to approve the \$1,300 grant request. Tourism will be supporting this event by providing the Tourism trailer and participant bags.

Anthony Parra spoke on behalf of the Marketing and Event Incentive Grant for Horizon Music Festival. This will be the 4<sup>th</sup> year for the 2-day free event that will be held September 5<sup>th</sup> & 6<sup>th</sup>. The event has drawn over 12,000 people. They try to bring in some of the top Christian artists. Renting the stage is very costly; a permanent stage would be beneficial. Biggest change has been hiring a marketing company to help with marketing on Google and TikTok; previously used Facebook. Moved by Jessica Lecher-Wasson to approve \$2,000 for social media marketing, seconded by Bekah Gorsuch. YEA: Bekah Gorsuch, Lanna Hubbard, Chuck Heeman, Jessica Lecher-Wasson, Marvin Floyd. NAY: None. Motion passed. Absent: Melissa Price, Amanda LeMay.

Discussed and considered adoption of Strategic Plan. Moved by Jessica Lecher-Wasson to approve and adopt the Strategic Plan, seconded by Bekah Gorsuch. YEA: Bekah Gorsuch, Lanna Hubbard, Chuck Heeman, Jessica Lecher-Wasson, Marvin Floyd. NAY: None. Motion passed. Absent: Melissa Price, Amanda LeMay.

Amanda, Jessica, Marvin and Brenda met and reviewed the 2026 Marketing Budget. Anything new will come from the \$60,000; the \$60,000 will need to last until June 2027. Sports Counsel chooses which sports events to support; each year 3 new events could possibly be supported.

250<sup>th</sup> Celebration Discussion – There was discussion on what the theme for the event should be and after very little discussion, we decided to let the marketing committee move forward.

Commissioner Comments - Commissioner Matt Parsley was not present at this meeting.

Report from Nebraska Tourism Commissioner Dave Wolf – No report

Sub-Committee Report – Further discussion on the marketing budget. Brenda will submit the portion of the document the board works with most showing only the grant amounts.

Next meeting July 8, 2026.

Meeting was adjourned by Lanna Hubbard.