

Scotts Bluff Area Visitors Bureau
Legacy of the Plains Museum
Wednesday, May 20, 2026
1:15 p.m.

Meeting was called to order at 1:20 p.m. by Melissa Price

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

Board Members Absent: Lanna Hubbard, Chuck Heeman

Commissioner Representative Present: Matt Parsley

Others Present: Brenda Leisy, Kim Lang, Rebecca Shields.

Discussion regarding the reduced lodging tax revenue from previous months.

Moved by Bekah Gorsuch to approve the May 20, 2026 agenda, seconded by Jessica Lecher-Wasson
YEA: Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay.
NAY: None. Motion passed. Absent: Lanna Hubbard, Chuck Heeman.

Moved by Bekah Gorsuch to approve the April 8, 2026 minutes, February and March 2026 lodging, tax report, claims, monthly operating statement, correspondence, Tourism Director Report, seconded by Jessica Lecher-Wasson. YEA: Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: Lanna Hubbard, Chuck Heeman.

Brenda reviewed the budget worksheet with the Board; green has already been approved, pink is a potential expense; a monthly snapshot would be helpful moving forward.

Rebecca Shields presented a marketing grant request of \$4,600 for the 105th Oregon Trail Days. Rack cards are currently being printed; Hotel California Band is assisting by promoting OT Days. The grant funds will be used advertising. Additional photos and videos are being collected this year to support future marketing campaigns. A new photo backdrop was purchased with occupational tax funds for this year's event. The 2026 theme is "Stars, Stripes and Cornfields." Board discussed the overall attendance for Oregon Trail Days and if there is potential for growth and how many visitors were already planning to attend. Hotel rooms do not sell out during the event. Discussed the use of the new video content. Moved by Bekah Gorsuch to approve \$1,500 for video production and photography, with the stipulation that a third-party company may access and use the contents to create additional marketing materials, seconded by Jessica Lecher-Wasson. YEA: Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: Lanna Hubbard, Chuck Heeman.

Discussed revisions to Sports and Event Incentive Grant. Grant Committee (Marvin, Dave, Bekah and Brenda) worked on the revisions; grant has been simplified. Incentive request can't exceed 10% of the event's total budget excluding marketing expenses. Grants are to offset qualified expenses and help fill in the gap. Discussion on providing refreshments. Purchasing refreshment contribute back to our community. Moved by Amanda LeMay to approve the revised incentive grant with corrections and June 1st effective date, seconded by Jessica Lecher-Wasson. YEA: Bekah Gorsuch, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: Lanna Hubbard, Chuck Heeman.

Committee discussed plans for the 250th Anniversary, needs to be simple but good. The Creative Beet District mentioned they could assist with the celebration; Brenda will follow up with them. Maybe do several events rather than one. Brenda also suggested a time capsule, possibly involve the schools.

Patriotism and agriculture needs to shine. Discussed looking into partners in the celebration such as the Adams Family; Jessica will reach out to them.

Marvin provided an update on the search for a visitors center. He noted that there are very few buildings suitable for a Tourism Office. Maybe a shared space with another organization might be an idea. Brenda mentioned that whenever she is out of the office, someone would need to be paid to cover the office. Marvin asked the committee what the next step should be and whether he should continue looking. It was mentioned that the Legacy Museum is the ideal location.

Commissioner Comments: Commissioner Matt Parsley thanked Jessica and Melissa for doing a good job presenting at the Commissioner meeting. Matt suggested that next January, the Tourism Committee should do a presentation for the Commissioners on how tourism works and show them what tourism has supported.

No Sports Council meeting in May. They are still working on the guide, possibility of flag football in the future. Regarding boys and girls golf, may try for the girls in the future, fall weather is better.

Next meeting June 10, 2026.

Meeting was adjourned at 3:19 p.m. by Melissa Price.