

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

Meeting was called to order at 1:20 p.m. by Lanna Hubbard.

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

Board Members Absent: Bekah Gorsuch

Commissioner Representative Present: Matt Parsley

Others Present: Brenda Leisy, Dave Wolf, Jeff Fielder, Amy Westphal, Angela Blanco, Greg Brown

Approval of Agenda: Motion by Chuck Heeman to approve the July 8 agenda, seconded by Jessica Lecher-Wasson. YEA: Lanna Hubbard, Chuck Heeman, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: Bekah Gorsuch

Consent Agenda: Motion by Melissa Price to approve the Consent Agenda which includes: Approve June 10, 2026 minutes, April 2026 lodging tax report, recent claims, Monthly operating statement, correspondence, Tourism Director Report and marketing update. Seconded by Amanda LeMay. YEA: Lanna Hubbard, Chuck Heeman, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: Bekah Gorsuch

No additional claims.

Discuss and Consider Sports Incentive Grant for Westco Baseball: Angela Blanco presented on the Westco Baseball Area 7 tournament taking place at Cleveland field, July 17-21, for the Express team. Motion by Chuck Heeman, seconded by Jessica Lecher-Wasson, to approve \$400 for the program booklet, with the booklet including our QR code. YEA: Lanna Hubbard, Chuck Heeman, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: Bekah Gorsuch

Discuss and Consider Marketing Grant for Beef, Beans and Bluegrass Festival - Amy Westphal and Jeff Fielder presented on the Beef, Beans and Bluegrass Festival which will be held August 21-23. New promotion includes the Discover Nebraska ad. A motion to approve \$750 for the purposes of Facebook Promotion was made by Jessica Lecher-Wasson and seconded by Melissa Price. YEA: Lanna Hubbard, Chuck Heeman, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay. NAY: None. Motion passed. Absent: Bekah Gorsuch

Domed marker update - Example design for the domed marker was shared. They are in production and will be installed in Scottsbluff and Gering in high traffic areas. The marker includes a QR code to share information on local events and attractions.

Continue Discussion on the 250th celebration: The budget was approved by the Commissioners. Total is \$4500. Events include the Party Decks, the Hiding Hiram promotion, and the Adams Pumpkin Patch celebration to follow the Agri-Tourism Conference. Committee will meet with Adams Pumpkin Patch and find a photographer and food vendor.

Commissioner's remarks---Matt Parsley - would like to thank the committee for the work on the 250th Celebration. Recommendation made to present general info on how tourism and lodging tax works in January at a commissioner's meeting.

Report from Nebraska Tourism Commissioner Dave Wolf - Nebraska Tourism Commissioners will be in the area August 6th for their meeting at 9 AM, and an August 5th meet and greet at Papa Moon from 5-7 PM. New statewide campaign "Nebraska Heart" is underway. Nebraska Passport Trivia Night will be Friday July 17th at 7PM at the Flyover.

Sub-committee assignments

- Marketing Committee - Nothing additional

Public Comment---The tourism board will receive public comment at this time. The Board will not take action on comments presented today. Greg Brown - Citizen of Gering made public comment. Wished to report concern regarding the Western Nebraska Pioneers. Concerns with players from outside of the area leaving the area and information from a text message he received.

Next meeting August 12, 2026

Meeting was adjourned at 2:50 p.m. by Lanna Hubbard.

Respectfully submitted,

Melissa Price, Secretary