

Scotts Bluff Area Visitors Bureau
Legacy of the Plains Museum
Wednesday, September 9, 2026
1:15 p.m.

Meeting was called to order at 1:15 p.m. by Lanna Hubbard.

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

Board Members Absent: None

Commissioner Representative Present: Matt Parsley

Others Present: Brenda Leisy, Dave Wolf, Cameron Perrett, Geno Bolger

Approval of Agenda: Motion by Melissa Price to approve the September 9th with the following modifications: Add 4.5 Discuss and consider review process, Add 7.5 Discuss and consider election of Vice President with the resignation of Chuck Heeman. Seconded by Jessica Lecher-Wasson. YEA: Lanna Hubbard, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay, Bekah Gorsuch. NAY: None. Motion passed. Absent: None

Consent Agenda: Motion by Bekah Gorsuch to approve the Consent Agenda which includes: Approve July 8, 2026 minutes, May & June 2026 lodging tax report, recent claims, Monthly operating statement, correspondence, Tourism Director Report and marketing update. Seconded by Amanda LeMay. YEA: Lanna Hubbard, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay, Bekah Gorsuch. NAY: None. Motion passed. Absent: None
No additional claims.

Discuss and Consider Candidate Review Process: Candidate review process was discussed. One application was received before deadline but went to spam folder. Was determined that interviews would take place with no action until after the third candidate could be scheduled for interviews.

Interview two candidates for sports appointee position on the tourism board: Interviews were conducted with Cameron Perrett and Geno Bolger.

Discuss and consider board retreat plan: Brenda shared proposal from JNW Consulting with two options for a board retreat to take place in early 2027. Discussion was held and a motion was made by Jessica Lecher-Wasson to approve Option B with the retreat being split between two different dates. Seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay, Bekah Gorsuch. NAY: None. Motion passed. Absent: None

Discuss and consider scholarships for agri tourism conference: Discussion was held on funding scholarships for members of the board to attend the agri-tourism conference. Motion was made by Jessica Lecher-Wasson to approve scholarships for the entry fee for those who can attend up to \$120. Seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay, Bekah Gorsuch. NAY: None. Motion passed. Absent: None

Board Term update: Discussion was held regarding the upcoming expiring and renewing terms of current board members as well as the need to elect a new Vice President with the resignation of Chuck Heeman. Nominations were opened with Marvin Floyd being nominated. Motion was made by Jessica Lecher-Wasson to close nominations. Seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay, Bekah Gorsuch. NAY: None. Motion passed. Absent: None. Motion was made by Jessica Lecher-Wasson to approve Marvin Floyd as Vice-President. Seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay, Bekah Gorsuch. NAY: None. Motion passed. Absent: None

Commissioner's remarks: Discussion was held regarding the strategic plan and making sure we use it to guide our work. Discussion was held regarding a visitor center, and next steps including budget and staffing and creating a proposal as well as reviewing potential sites.

Nebraska Tourism Commissioner: Dave Wold reported that the state tourism commission is making 5% agency cut like all state agencies. This potentially will impact marketing and the Stock Show sponsorship as well as the Ambassador program at rest stops. Dave will get clarification on changes to the Stock Show. Dave attended the Heartland Express annual meeting. There is a proposal to make the highway an interstate as part of the Ports to Plains.

250th Celebration: The VFW is cooking for the event. Agenda is Oct 24th 10-5. 11 AM Food. Volunteers scheduled in 2 hour shifts. First 100 burgers are free. Media conference will be at 11:30. There will be a scavenger hunt and corn maze. Board members sign up to bring patriotic items to hide for the scavenger hunt.

Public Comment: There was no public comment.

Next meeting is October 14, 2026.

Meeting was adjourned at 3:29 p.m. by Lanna Hubbard.

Respectfully submitted,

Melissa Price, Secretary