NEBRASKA'S LANDMARK COUNTRY
Scottsbluff · Gering

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

AMENDED AGENDA

Scotts Bluff Area Visitors Bureau
Wednesday, October 14, 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 October 14, 2026, agenda (consider modification, changes.)

4. Approve Consent Agenda – Approve September 9, 2026 minutes, July 2026 lodging tax report, recent claims, Monthly operating statement, correspondence, Tourism Director Report and marketing update.

5. Update on Marketing campaign from Maly marketing

6. Discuss 250th celebration and schedule

7. Discuss Agri-tourism schedule

8. Discuss grant intentions for the Nebraska Tourism grant cycle

9. Discuss and Consider the Downtown Tourism Promotion Banners-Sharaya

10. Commissioner's remarks---Matt Parsley

11. Report from Nebraska Tourism Commissioner Dave Wolf

12. Sub-committee assignments
    - Marketing Committee---
    - Sports

13. Public Comment---The tourism board will receive public comment at this time. The Board will not take action on comments presented today.

14. Adjourn/Next meeting November 11, 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 **Wednesday, October 14 at 1:15 p.m.**, in the **Board Room At 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 Ave, Gering In The Tourism Office.

Published in the Star-Herald
Scottsbluff, NE
############ October 3, 2026
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