Scotts Bluff Area Visitors Bureau
Legacy of the Plains Museum
Wednesday, October 14, 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, Matthew Baker

Commissioner Representative Present: None.

Others Present: Brenda Leisy, Dave Wolf, Sharaya DeSersa

Approval of Agenda: Melissa Price to approve the September 9th with the following modifications: Add item 8.B Discuss and Consider Creative Beet District Incentive Grant. Seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay, Bekah Gorsuch, Matthew Baker. NAY: None. Motion passed. Absent: None

Consent Agenda: Motion by Melissa Price to approve the Consent Agenda which includes: 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. Seconded by Bekah Gorsuch. YEA: Lanna Hubbard, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay, Bekah Gorsuch, Matthew Baker. NAY: None. Motion passed. Absent: None

Update on Marketing campaign from Maly Marketing: Preliminary numbers have been shared for the summer campaign that was run. The Monument ad featuring the Larsen family has performed above expectations.

Discussed the 250th celebration and schedule: Scavenger hunt plans were reviewed, including the worker schedule for October 24th at Adams Family Pumpkin Patch. This event will also conclude the Hunt for Hiram contest.

Discuss Agri-tourism schedule: Discussion was held on the upcoming Agri-Tourism conference with Board members encouraged to attend if possible.

Discuss grant intentions for the Nebraska Tourism grant cycle: The Nebraska State Tourism Grant cycle has opened as of today. A discussion was held regarding submitting for a video and obtaining vendor bids for video footage.

Creative Beet Incentive Grant Application: Sharaya DeSersa from the City of Scottsbluff representing the Creative Beet District shared a grant request for window banners for downtown empty business windows promoting events and attractions. The banners would have QR codes for visitor information and will be installed on the inside of the windows to protect from the elements. A motion was made by

Lanna Hubbard to award $1105 for installation costs, with a requirement that one panel includes Scotts Bluff County Tourism. Seconded by Melissa Price. YEA: Lanna Hubbard, Melissa Price, Jessica Lecher-Wasson, Marvin Floyd, Amanda LeMay, Bekah Gorsuch, Matthew Baker. NAY: None. Motion passed. Absent: None

Commissioner's remarks---Matt Parsley, No report

Report from Nebraska Tourism Commissioner: Dave Wolf reported that the state board is reviewing its strategic plan and has compiled input from area CVBs. Funding has been completely cut from the Denver Stock Show. WNTC sent some letters to the state board in response to that. Visit Nebraska has put out a request for stories for winter experiences.

Sub-committee assignments
Marketing Committee---No further report.
Sports Council—Currently accepting proposals for next year and working on the sports location guide.

Public Comment: There was no public comment.

Next meeting is November 11, 2026

Meeting was adjourned at 3:15 PM.

Respectfully submitted,

Melissa Price, Secretary