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, November 11, 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 November 11, 2026, agenda (consider modification, changes.)

4. Approve Consent Agenda – Approve October 14, 2026 minutes, August 2026 lodging tax report, recent claims, Monthly operating statement, correspondence, Tourism Director Report and marketing update.

5. Zoom call with Maly Marketing/update on marketing promotion

6. Discuss and consider actions from the Maly Marketing call

7. Discuss and consider the Visit Gering/Gering Merchants Christmas marketing grant

8. Discuss and Consider "Go Find Nebraska" video opportunity---Jaci Conrad

9. Commissioner's remarks---Matt Parsley

10. Report from Nebraska Tourism Commissioner Dave Wolf

11. Sub-committee assignments
    - Sports-Brenda and Matt
    - Grant-

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

13. Adjourn/Next meeting December 9, 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, November 11, 20206 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. in Gering at the Tourism Office.

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