



Red Willow County Visitors Committee
August 1, 2017 10:30 a.m.
Keystone Business Center Board Room

MINUTES

Presiding: Dan Stamel Tyler Loop

Present: Colette Balderston, Tyler Loop , Ryan Fuller and Carol Schlegel

Absent: Ben Dutton

Guests: Jamie Mockry and Darren Dale

Call to Order: Dan called the August 1, 2017 meeting of the Red Willow County Visitor's Committee (the CVC) to order at 3:11p.m.

Open Meetings Act: The Open Meetings Act form was available for the August 1, 2017 meeting.

Minutes: Ryan motioned to approve the July 2017 minutes as submitted. Tyler seconded. The minutes for July 2017 meeting were unanimously approved.

Financial Report: The RWCVC Committee reviewed the financial balances as of the end of July.

OLD BUSINESS:

Rebels Firecracker Tournament / Grant Recap – They show a great year again. it was noticed that they do not show the grant from the CVC in their profit.

DIRECTOR'S REPORT:

Carol let everyone know that Tom Kiplinger has passed away and his funeral is August 2. Ryan asked if they should send something to the services. It was decided that Carol will work on a tree or something to put at the fairgrounds in his memory.

The Nebraska Tourism Commission Appointment is happening again with the change of the Legislation. Carol has reapplied for District 10. It will have to be appointed by the Governor and hopefully will be done by September 9.

Solar Eclipse is August 21 and the motels are full for Sunday night. Stapleton is the closes with the best totality view.

Carol has talked with Nate Schneider and Jerry Calvin about the condition of the Ball diamonds and the need for some improvements.

2017 Nebraska Tourism Conference is in October in LaVista. Carol plans on attending.

NEW BUSINESS:

Darren Dale- Darren talked about the last 10 years of The McCook Farm and Ranch Expo and the benefits it has been to McCook. He talked about what people purchase and spend in McCook as a customer and the vendors coming out for the weekend then returning for service and installation times. He is looking for financial support on the rental of the facility. Last year it was around \$6200 and the EDC stepped up and helped out. They want to try to do something this year but it will not be as big. Dan asked if there was a sponsorship package that can be done. Darren stated that he really does not do that. he would rather make each sponsors package fit with their needs. It is all a negotiation. It is an agreement between them and no one else. Dan said maybe the CVC needs to discuss between them and see what they want. Darren asked when should he come back? Ryan shed how much does Darren market the other shows at this show and vice versa? Darren said a lot. After Darren left the discussion Tyler agreed the best idea was for us to have a booth at the other expos to bring people to McCook. Tyler asked how much we have given in the past and it has varied. The CVC used to give a lot because it was a new item, now in 10 years it is not about them but advertising for the CVC. Ryan said we definitely need to see what we are getting. Maybe a booth at the other to Expos was the best and Carol will work on something with Darren. Tyler thought around the \$2000 would be good as a high end.

Election of Vice Chairman- Ryan nominated Tyler for the Vice Chairman position. It was seconded by Tyler and the nominations ended. Tyler accepted and the vote passed unanimously.

Nebraska Spring Birding Online Promotion: Carol stated that it sounds like the three groups need to be more on social media. Kearney will be putting in \$1000 and Carol would like to see RWCVC do the same. She said that Harlam County probably will not as they can not afford to do something like that. There was a motion by Tyler and seconded by Ryan to do this for \$1000. There was no discussion and it passed 4/0.

Promotion Grant Fund Request:

NBHA Fall Calssic Barrel Race- There was a motion by Tyler and seconded by Ryan to grant this grant but to try to get them to understand that it has been almost 10 years and they need to start weaning off of the grant. There was no discussion and it passed 4/0.

Claim Summary – Promotion Fund 0990 879

Chamber Claim

• 2-0100 Postage	.67	
• 2-0200 Telephone	67.14	
• 2-6040 Administrative Fee	400.00	467.81
2-6030 McCook Gazette Web advertising June		<u>125.00</u>

Visa Bill

• 2-6030 Facebook (BCSF)	221.54	
• 2-6040 University of Nebraska State Museum (Bird Book)	35.00	
• 2-6040 Adobe Creative Cloud	53.49	
• 2-6040 USPS PO Box Rental	88.00	
• 2-6050 Walmart (Parade Float Supplies)	20.13	
• 2-6050 Walmart (Parade Float Supplies)	41.97	
• 2-6050 Walmart (Parade Float Supplies)	94.26	398.03
2-6070 Red Willow County Rodeo Committee		<u>600.00</u>

2-6070 McCook Rebels Firecracker Softball Tourney

1000.00
\$2590.84

Motion to pay the Promotion Fund claims by Ryan, seconded by Tyler. Motion passed unanimously.

Claim Summary – Improvement Fund 0995 879

2-6000 June Wages

3,166.67
\$ 3166.67

Motion to pay the Improvement Fund claims was made by Tyler, seconded by Colette. Motion passed unanimously.

With no further discussion nor new business, the meeting was adjourned.

Respectfully submitted,

Jamie Mockry