



Red Willow County Visitors Committee  
July 5, 2017 10:30 a.m.  
Keystone Business Center Board Room

## MINUTES

**Presiding:** Tyler Loop

**Present:** Ben Dutton, Ryan Fuller and Carol Schlegel

**Absent:** Dan Stamel

**Guests:** Jamie Mockry and Andrew Ambriz

**Call to Order:** Tyler Loop called the July 5, 2017 meeting of the Red Willow County Visitor's Committee (the CVC) to order at 10:27 a.m.

**Open Meetings Act:** The Open Meetings Act form was available for the July 5, 2017 meeting.

**Minutes:** Ryan motioned to approve the June 2017 minutes as submitted. Ben seconded. The minutes for June 2017 meeting were unanimously approved.

**Financial Report:** The RWCVC Committee reviewed the financial balances as of the end of June. Carol discussed that the reimbursement grants have been in and there is \$12,000 back into the improvement fund.

### OLD BUSINESS:

**NTC Coop Advertising / Grant Application** – Carol talked about this in detail. The grant has been received and she is talking about the production of the commercials. It was thought that instead of doing live feeds it should be still pictures with voice over's. There will probably be 1 bird and one with golf course and dining and lodging on it. Andrew asked how long they will be and she said 30 seconds.

### DIRECTOR'S REPORT:

The parade float has been good with a good response. It was put together with the Red Willow County Fair Board and it is a good relationship to do this. It was in the NebraskaLAND Days Parade and Culbertson 4th of July. It will be in Heritage Days and the State Fair Parade.

### NEW BUSINESS:

**2017/2018 Budget-** Carol had the funds for the previous year to present with a proposed budget. She had cut down the promotion budget a little. The Branding line item budget won't be as high as it was this year.

Improvement stays the same. She expressed that we cannot spend what we do not have or what we do not budget for. IF it is not in the budget it cannot be spent, but if the budget line is not all spent this year it can carry over to the next year. There was a motion made by Ben and seconded by Ryan to approve the budges as present. This item passed unanimously.

**McCook Gazette-** It is time to renew the web ads for \$125 a month and averages 10,000 impressions. Ryan motioned to pass on the gazette ad and do more Facebook ads and was seconded by Ben. This item passed 3/0.

**Promotional Grant Request:** Ryan made a motion to be a \$600 sponsor for the Red Willow County Fair. This was seconded by Ben and passed 3/0.

**2017/2018 Media Buys-** Carol is trying to find other avenues to get our name out. She thought the Nebraska Life and Colorado Life are good ones to do. It would be 6 times (3 each Magazine) a year for \$3240.00. They do a lot of coverage and thy target this market. People are already looking at the area so it is a way to get them here. They are already interested. They have a subscription and have a per issue point of sell. Nebraska has 44,000 and Colorado has 30,000 distributions right now. AAA publication has a high online and All About Birds and Birdwatchers Digest have been paid with grants in the past but we cannot do that this year.

These are great because it is a specific group that is looking to come.

Carol is also looking at any other places that you can think of.

There was a motion by Ben to spend up to \$3500 for the Nebraska/Colorado Life Magazines seconded by Ryan and passed 3/0.

**Claim Summary – Promotion Fund 0990 879**

Chamber Claim

• 2-0100 Postage	20.35	
• 2-0200 Telephone	102.25	
• 2-6040 Administrative Fee	<u>400.00</u>	522.60

McCook Gazette

Visa Bill

• 2-6030 Facebook (BCSF)	1.65	
• 2-6050 Walmart (Parade Float Supplies)	10.38	
• 2-6050 Dollar Tree (Parade Float Supplies)	21.40	
• 2-6050 Hobby Lobby (Parade Float Supplies)	10.65	
• 2-6050 Walmart (Parade Float Supplies)	91.15	
• 2-6050 Walmart (Parade Float Supplies)	20.13	
• 2-6050 Walmart (Parade Float Supplies)	41.97	
• 2-6050 Walmart (Parade Float Supplies)	94.26	
• 2-1700 Quality Inn- GI (SPUCC Tour)	91.00	
• 2-1700 Orleans Hotel (SWPUCC Tour)	65.00	
• 2-6040 Adobe Creative CLOUD	53.49	
• 2-1700 King Buffet -NP (NLD Parade)	<u>33.40</u>	<u>534.48</u>

2-1700 Carol's May and June Travel Expenses	454.37
2-6030 David-Jacobs Publishing Group (Travel Midwest magazine)	2500.00
2-6030 Maly Marketing (Website Hosting)	270.00
2-6040 South Platte United chamber of Commerce (Dues)	150.00
2-6050 Cox Johnson Corporation (Omaha Sports Show)	750.00
20-6050 Horse Creek Inn (Media Tours)	1274.00

2-6050 Maly Marketing (Buffalo Jones Event Logo)

550.00  
\$7,005.45

Motion to pay the Promotion Fund claims with the addition of Eakes and Gazette Bills if they happen to be in the mail today was made by Ben, seconded by Ryan. Motion passed unanimously.

**Claim Summary – Improvement Fund 0995 879**

2-6000 June Wages

3,166.67

2-6040 MEDC July - September Office Expenses

744.00  
\$ 3910.67

Motion to pay the Improvement Fund claims was made by Ryan, seconded by Ben. Motion passed unanimously.

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

Respectfully submitted,

Jamie Mockry