



Red Willow County Visitors Committee
October 3, 2017 3:00 a.m.
Keystone Business Center Board Room

MINUTES

Presiding: Dan Stamel

Present: Colette Balderston, Ryan Fuller, and Carol Schlegel

Absent: Ben Dutton and Tyler Loop

Guests: Steve Downer, Jamie Mockry, Andrew Ambriz and Darren Dale

Call to Order: Dan called the October 3, 2017 meeting of the Red Willow County Visitor's Committee (the CVC) to order at 3:03 p.m.

Open Meetings Act: The Open Meetings Act form was available for the October 3, 2017 meeting.

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

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

OLD BUSINESS:

Darren Dale: Darren Dale was present to give a presentation of what was requested from the RWCVC. He handed out a flyer of some of the ideas he has come up with to use as an advertising package for a donation. He stated that it is more about McCook and not the Farm and Ranch Expo or the Tourism.. It is about McCook. Darren is requesting \$6800 this year for the rental of the facilities at the Red Willow Fairgrounds. Dan stated that the difference in this grant to others is that others are not for profit and more hobbies. He is a for profit. Darren said that they are all for profit and it is about the motel rooms filled.

Dan stated that the 1 percent that comes for the hotel rooms on those 3 days for lodging does not come up to \$6800. Darren then wanted to know how much the committee wants to give and Dan said he was thinking about \$2000 but it is up to the board.

Ryan stated that the \$2000 was close to what he was thinking compared to other grants that they offer.

Ryan then asked Darren to step out so that the committee could discuss what money they should give. He then stated that they gave no money last year this is something better than last year.

Ryan motioned to award \$2000 for sponsorship with the contingency that they would have a booth in McCook and an unmanned booth at his other 2 locations. This was seconded by **Collette** and passed 3/0.

Darren then came back in and said that the offer was not worth it. He would not give \$1500 of booth space for \$500 in sponsorship.

He also said that he cannot give the financials of his business and that the RWCVC is not seeing the value of his event. He will decline the offer and Dan said that they could not afford to give the \$6800.

Colt Starting / Grant Recap – Turned in their recap and will probably not do it again.

NBHA Fall Classic Barrel Race / Grant Recap – They showed a profit and maybe will have to look at next year to see if it is needed.

DIRECTOR’S REPORT:

Carol discussed that she has not heard anything for the Tom Kiplinger Memorial . She will contact Deb at the Fair Board office. Carol then said that she was not appointed to the Nebraska Tourism. The Spring birding is coming along and they are going to have an outside source to the social marketing so that none of the 3 locations is tied to it as much. They have about \$3000 to work on this. There was interest in putting together a collation of Southwest Nebraska Tourism and trying to work together. The Nebraska Life Photo shoot will e happening next week and they might need some models. The NETA Brochure swap is asking for bids and Carol is putting one in. It would bring around 75 people to town. Then she talked about Bryce Dutton's Eagle Scout Project. the flyer was handed out.

NEW BUSINESS:

Carol and Andrew Ambriz talked about the Rural Futures Institute Student Service ship and that there is an application they are working on. If approved they will probably come ask for some grant money for this project.

Motion was made by **Ryan** for a sponsorship of \$400 to the Tri State Genealogical Expo with a follow-up required. Second by **Colette** and passed 3/1.

Improvement Grant Application was given by the Chamber of Commerce for a wench installation in the McCook City Auditorium for a total of \$1500.00. **Ryan** approved the \$1500 for this cause. Second by **Colette** and the motion passed 3/0.

Claim Summary – Promotion Fund 0990 879

Chamber Claim

• 2-0100 Postage	10.90	
• 2-0200 Telephone	0	
• 2-6040 Administrative Fee	400.00	410.90

Visa Bill

• 2-0100 Pstostage	3.29	
• 2-1700 Travel Expenses	50.15	
• 2-6030 Media - Advertising	392.64	
• 2-6040 Convention / Visitors Bureau	53.49	499.57

2-1700 Travel Expenses 175.43

Kiplinger Arena Grants

• 2-6070 McCook Colt Starting	500.00	
• 2-6070 NBHA Fall Classic	1,250.00	1,750.00
		\$2,828.00

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

Claim Summary – Improvement Fund 0995 879

2-6040 MEDC Office Rent/Utilities/Internet

744.00

2-6000 September Wages

3,166.67

\$ 3910.67

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

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

Respectfully submitted,

Jamie Mockry