



Red Willow County Visitors Committee  
April 3, 2018 3:00 p.m.  
Keystone Business Center Board Room

## MINUTES

**Presiding:** Dan Stramel

**Present:** Carol Schlegel, Ben Dutton, Curtis Smith and Tyler Loop

**Absent:** Natalie Alred

**Guests:** Jamie Mockry and Steve Downer

**Call to Order:** Dan called the April 3, 2018 meeting of the Red Willow County Visitor's Committee (the CVC) to order at 3:02 p.m.

**Open Meetings Act:** The Open Meetings Act form was available for the April 3, 2018 meeting.

**Minutes:** Tyler motioned to approve the March minutes as submitted. Curtis seconded. The minutes were unanimously approved.

**Financial Report:** The RWCVC Committee reviewed the financial balances as of the end of March. These reports included the quarterly financial report.

### OLD BUSINESS:

#### Promotion Grant Follow Ups:

Triangle Cross Winter Series provided their follow up. This event showed a negative profit even with including the RWCVC Grant. This shows how important this RWCVC is for events in Red Willow County. American Cancer Society Benefit Concert was emailed with some questions and there has been no response from them.

### DIRECTOR'S REPORT:

Carol reported on the Rural Futures Institute Student Serviceship and that the Museum did approve the \$1000 to help fund the project. She did also state that there will be some field trips to some other museums to give examples of what can happen with the High Plains Museum.

Southwest Nebraska Tourism Coalition is moving forward. All counties are going to be involved and are paying something. Hays is only able to contribute \$500 but Red Willow and Furnas will make up the difference.

Prairie Chicken Dance Tours have been really good this year. There has been a lot of activity with the birds and other birds and animals around the area. There has been an added day for a group that is coming in.

**NEW BUSINESS:**

Nebraska Travels ad. A motion was made by **Ben** and second by **Tyler** to fund up to a 2/3 of a page ad (value of \$3250) in this magazine based on the information obtained by Carol in the URL check that will be appropriate for the funds used. No discussion and passed 4/0.

**GRANT REQUEST:**

Southwest Nebraska Highs School Rodeo \$2000. **Ben** motion to approve second by **Tyler** to grant them \$1500 for the building rent. Passed 4/0.

Exotic Bird and Animal Auction requested \$1000. **Tyler** motion to approve second by **Ben** to approve Grant. Passed 4/0.

Rebels Firecracker Softball Tournament requested \$1000. **Ben** motion to grant this amount seconded by **Curtis**. Motion passed 4/0.

**Claim Summary – Promotion Fund 0990 879**

Chamber Claim		
• 2-0100 Postage	228.52	
• 2-0200 Telephone	0	
• 2-6040 Administrative Fee	400.00	<u>628.52</u>
Visa Bill		
• 2-0100 Postage	1.63	
• 2-1700 Travel (NETA Meeting- Crane Festival)	135.55	
• 2-6030 Facebook Post Boost	5.00	
• 2-6040 Convention / Visitors Bureau	<u>257.49</u>	<u>394.67</u>
2-1012 MEDC Color Copies		88.00
2-1012 Eakes- color Printing		53.46
2-1700 Travel- Miles and Meals -NETA Exec Mtg/Crane Festival- Kearney		128.08
2-6040 NETA Legislative Luncheon		30.00
2-6040 Eakes Office Supplies		41.40
2-6050 NETA Brochure Swap		60.00
2-6050 Central Brochure Distribution		500.00
2-6070 Triangle Cross Winter Finale Grant		<u>1000.00</u>
		\$2924.13

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

**Claim Summary – Improvement Fund 0995 879**

2-6000 March Wages		3,333.33
2-6075 Red Willow County Fairboard- Tom Kiplinger Tribute Mural		1,000.00
2-6075 Vladimir Jones- Co-op Partnership		
~American Road	250.00	
~True West	400.00	
~Birds and Blooms	750.00	1,400.00
2-6075 Maly Marketing - Through My eyes Video Production		1,100.00
2-6075 Miles Partnership		

~Nebraska Travel Guide 1/2 page	5,000.00	
~Nebraska through My Eyes /Social Media Blitz	2,000.00	
~Nebraska Leads Program	<u>2,000.00</u>	<u>9,000.00</u>
		\$15,833.33

Motion to pay the Improvement Fund claims was made by **Tyler**, seconded by **Curtis**. There was some discussion that these dollars are high but there is a 25 percent matching grant involved. Some of the money will be paid back. Motion passed unanimously.

With no further discussion nor new business, the meeting was adjourned at 3:53.

Respectfully submitted,

Jamie Mockry