



Red Willow County Visitors Committee
May 1, 2018 3:00 p.m.
Keystone Business Center Board Room

MINUTES

Presiding: Dan Stramel

Present: Carol Schlegel, Ben Dutton, Natalie Alred

Absent: Curtis Smith and Tyler Loop

Guests: Jamie Mockry

Call to Order: Dan called the May 1, 2018 meeting of the Red Willow County Visitor's Committee (the CVC) to order at 3:08 p.m.

Open Meetings Act: The Open Meetings Act form was available for the May 1, 2018 meeting.

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

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

OLD BUSINESS:

Promotion Grant Follow Ups:

Southwest Nebraska High School Rodeo had a report with a profit and loss showing \$1000 profit. They have the grant from the RWCVC listed incorrectly. It shows \$1800 and the grant was \$1500.

Improvement Grant Follow Ups:

Heritage Hills Golf Course gave a very informative update on their procedure and grant request.

Ne Travelers Ad

Carol opted for the 1/3 page which was only \$900. She had the authority to go up bigger but when researching numbers it shows that this might do well for the RWCVC.

NETA Brochure Swap:

Carol said that she might need some help in setting up the event. She is also in need of a flat bed trailer to haul pallets. This is the first time this event has been in McCook.

DIRECTOR’S REPORT:

Carol reported on the Rural Futures Institute Student Service ship will be here May 21 for about 10 weeks. Since Andrew is gone Carol will be the lead on this. The money seems to have come together. It will have to run through the RWCVC as it needs to be a nonprofit or a governmental agency.

Prairie Chicken Dance Tours are done for the year. There ended up being 11 tours. The last one had 2 couples from Cambridge England that attended. She sees at some point that we are going to have to turn people away or find and alternate spot.

Social Media Reports included the Social Co-Op visit Ne site. Cal does the voice for these and the people are recognizing his voice. Maly Marketing had the trifecta results were furnished to the RWCVC and Carol explained how some of the results are given.

The budget will be out next month for review. Tyler suggested to Carol that maybe she should look into an app for the RWCVC so she will and she asked if there was anything else that anyone would like to see her research.

NEW BUSINESS:

Maly Marketing Digital Ad Campaign might be a way to have a better ad campaign out there. Maybe this should be done instead of the Colorado and Nebraska Life. Carol is going to look into it more and the RWCVC wanted to look at the material more in depth.

GRANT REQUEST:

There was no grant request.

Claim Summary – Promotion Fund 0990 879

Chamber Claim

• 2-0100 Postage	320.11	
• 2-0200 Telephone	0	
• 2-6040 Administrative Fee	400.00	<u>720.11</u>

Visa Bill

• 2-6040 Convention / Visitors Bureau	<u>53.49</u>	<u>53.49</u>
2-1700 Travel- Mileage- Ecotourism Conference - Kearney		128.08
2-1700 Travel- Mileage- Ecotourism Conference - Kearney		209.90
2-6030 Flagship Publishing - Colorado Life, May/June 2018		209.90
2-6040 Horse Creek Inn - PCDT Tour		639.00
2-6070 Southwest Nebraska High School Rodeo Grant		<u>1500.00</u>
		\$3,770.58

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

Claim Summary – Improvement Fund 0995 879

2-6000 March Wages	3,333.33
2-6040 MEDC April-June Rent and Utilities and Internet	744.00
2-6070 Heritage hills Golf Course	<u>6,991.00</u>
	\$11,068.33

Motion to pay the Improvement Fund claims was made by **Natalie**, seconded by Ben..

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

Respectfully submitted,

Jamie Mockry