



Red Willow County Visitors Committee
August 7, 2018 3:00 p.m.
Keystone Business Center Board Room

MINUTES

- Presiding:** Dan Stramel
- Present:** Curtis Smith, Tyler Loop, Carol Schlegel and Ben Dutton
- Absent:** Natalie Alred
- Guests:** Jamie Mockry, Steve Downer, Maly Marketing
- Call to Order:** Dan Stramel Called to order the Red Willow County Visitors Committee (RWCVC) at 3:02.
- Open Meetings Act:** The Open Meetings Act form was available for the August 7, 2018 meeting.
- Minutes:** There was a motion made by **Ben** and seconded by **Tyler** to approve the June 5, 2018 minutes. (There was no meeting in July.) With no discussion it was approved.
- Financial Status:** The financial status was available for review.
- Old Business:** **Maly Marketing** was present to talk about the digital campaign. Some of their points included:
1. Engage the audience and have them take the next step on your website.
 2. They gave an example of the Spring Birding Trifecta website sessions increased and the time the user was on the site increased. This leads to many leads and they can monitor how and where people are going. This can also track the leads and is more available to be documented from different angles. This then would produce the dollar amount per lead. Another example given was the Nebraska Eclipse 2017.
 3. Behavior Based Advertising is targeting users who have already an interest in the subject. This would allow them to see something about Red willow County when they are looking at something else in similarities. Facebook and Instagram Campaigns are the examples used for this. Google would help to be at the top of the list when someone is searching with 5 or 6 key words that are working.

4. Measuring the data. The KPI from Google is able to track everything that happens. It is updated 2 times monthly and they will communicate with Carol the results.

5. Proposed spend and plan. The dollar amounts per month can be scaled up or down to fit how the numbers are looking. It was decided that it always needs to be ahead of the season. Talked about shifting some of the items to months that would work better.

6. Monthly Management Details would include updates and what is working and not working. It would also report leads to Carol and communicate with Carol. The reports will be given and data with path of clients and seasons of what needs done when.

There was a motion made by **Tyler** and seconded by **Curtis** for the 2018/2019 Marketing Campaign for \$19,800. Motion carried 5/0.

Promotion Grant Follow Up: There was grant follow ups provided by American Cancer Society Benefit Concert, Battle in the Saddle Barrel Race and Rebels Firecracker Softball Tournament.

Grant Policies and Procedures was tabled to next month due to the time.

New Business:

Promotion Grant Request:

There was a motion made by **Ben** and seconded by **Tyler** to award \$1000 to the NBHA Fall Classic Barrel Race. The request was for \$1250 and since there has not been a change in our policies he would like to continue this event for a lower amount since they have been doing it for a while. Motion carried 5/0.

Claims:

There was a motion made by **Tyler** and seconded by **Curtis** to accept the Promotion Fund Claims for \$5,416.99.

There was a motion made by **Curtis** and seconded by **Ben** to accept the Improvement Fund Claims for \$14,192.92

Meeting adjourned at 4:13..

Respectfully submitted,

Jamie Mockry