

RED WILLOW COUNTY VISITORS COMMITTEE

December 4, 2018

3:00 p.m.

Keystone Business Center Board Room

Committee Members

Daniel Stramel, Chairman

Term Expires - December 31, 2021

Ben Dutton

Term Expires - December 31, 2021

Tyler Loop, Vice Chairman

Term Expires - December 31, 2021

Curtis Smith

Term Expires – December 31, 2019

Dan Ebers

Term Expires - December 31, 2019

The board reserves the right to go into executive session if such session is clearly necessary for the protection of the public interest or for the prevention of needless injury to the reputation of an individual.

***Denotes Action Item**

TENTATIVE AGENDA

Introductions

- New Committee Member – Dan Ebers, Holiday Inn Express
- Committee Members

***Approval of Minutes**

Presentation of Financial Status

- Balance in Promotion Fund as of November 30, 2018 = \$ 31,610.06
- Balance in Improvement Fund as of November 30, 2018 = \$ 106,833.09
- Balance in Promotion Fund Budget as of November 30, 2018 = \$ 66,732.07
- Balance in Improvement Fund Budget as of November 30, 2018 = \$ 151,985.76

Petty Cash Fund

- Beginning Balance \$ 3.24
- Ending Balance \$ 3.24

Old Business

Promotion Grant Follow-up

- Heritage Hills Golf Course
Social Media Marketing Campaign Amount Requested: \$ 887.50

Stock Charges - Garrett Nokes and Todd Thieszen

***Grant Policies and Procedures in Regards to For Profit Events**

- Two different formats to consider
 - Separate Grant forms that we have used in the past
 - Universal Grant form
- Do we want to include a maximum amount to be awarded per grant?
 - The majority of our current grants do not exceed \$2,500.00

Director's Report

Key Performance Indicator (KPI) Report on Digital Marketing Campaign

National Heritage Area – Steering Committee Meeting, Thursday, December 13, Grand Island

New Business

*** Cattleman's Ball – June 7-8, 2019, Wauneta – Gene Morris**

*** Promotion Grant Request**

- WSCCHA Start of the Year Cutting Show
Date: February 15-17, 2019 Amount Requested: \$ 1,250.00
- MPCC Rodeo Team Booster Fundraiser Rodeos – MPCC Rodeo Team Members
Date: March 15-16, 2019 Amount Requested: \$ 1,250.00
- Triangle Cross Winter Series Finale
Date: March 23-24, 2019 Amount Requested: \$ 1,500.00

***Keystone Office Lease Renewal**

***Director's Contract Review**

Claim Summary – Promotion Fund 0990 879

Chamber Claim

• 2-0100 Postage	\$ 00.00	
• 2-0200 Telephone	12.43	
• 2-6040 Administrative Fee	<u>400.00</u>	412.43
2-0100 Eakes Office Supply – Shipping		47.30
Visa Bill		
• 2-6040 Adobe Subscription		53.49
2-6030 Maly Marketing –		
• Digital Ad Campaign	950.00	
• Trifecta Digital Ad Campaign	<u>2,000.00</u>	2,950.00
2-6040 Eakes Office Supply – Envelopes		<u>73.95</u>
		\$ 3,537.17

***Approval of Claim**

Claim Summary – Improvement Fund 0995 879

2-6000 November Wages	\$ 3,333.33
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***Approval of Claims**

Promotion Grant Pledges: Total = \$ 7,400.00

- Central Plains Reining Horse Assn. – Great Plains Futurity
Date: September 26-30, 2018 Amount Approved: \$ 2,000.00
- CMSA Shooting Event
Date: November 17-18, 2018 Amount Approved: \$ 650.00
- Red Willow Futurity, Derby & Cutting
Date: August 9-11, 2019 Amount Approved: \$ 2,250.00
- Confederation for Working Equitation National Championship
Date: October 2-7, 2019 Amount Approved: \$ 2,500.00

Improvement Grant Pledge: Total = \$13,770.00

- Heritage Hills Golf Course
Project: Parking Lot Amount Approved: \$13,770.00