



Red Willow County Visitors Committee
June 5, 2018 3:00 p.m.
Keystone Business Center Board Room

MINUTES

Presiding: Dan Stramel

Present: Carol Schlegel, Curtis Smith, Tyler Loop and Natalie Alred

Absent: Ben Dutton

Guests: Jamie Mockry, Sage Williams and Emily Frenzen

Call to Order: Dan called the June 5, 2018 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 June 5, 2018 meeting.

Minutes: The minutes were tabled as there was no one to make a motion.

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

OLD BUSINESS:

Rural Future Institute Student Serviceship Project

Sage and Emily introduced themselves. They gave a short report on what they are doing as they start week 3 of the program. They have been taking inventory and pictures of all the items in the museum. Carol had taken them to other museums to get ideas of what they need to do. They have also been talking with all museum board members to see if they can get a strategic plan in place for the museum.

Promotion Grant Follow Ups:

MPCC Rodeo Team Booster raised \$15,000.

BULLc Bash had a first good year netting \$5,800. It sounds like they want to be back.

Natalie Alred arrived to the meeting.

McCook Exotic Bird and Animal Auction netted \$25.00. They will probably have another one in October. It seemed to go well.

Southwest Nebraska Tourism Coalition:

Red Willow CVC said they would do \$3600. **Carol** sent out a reminder to all of the other counties to remind them of what they said they could do. Some of them are not going to be able to do what they said. **Carol** is asking for \$400 more to up it to \$4,000 to help make up the difference
There was a motion by **Tyler** and seconded by **Curtis** to approve this change of \$4,000. Motion passed unanimously.

Maly Marketing Digital Ad Campaign:

Carol did not have a clear picture of what they were asking for so **Carol** asked them. **Carol** had some numbers for the CVC to look at. Carol thinks the CVC can do the \$30 to do this campaign for the next year. It is something we can tell if people are looking at it or not so we will have something to go by. She can see exactly what they are doing. The total campaign is \$19,800. Carol suggested that we set up a conference call with them next month. Some of the CVC Directors had questions on what all of the fees were for. So this item was tabled until next month.

DIRECTOR’S REPORT:

Carol reported that the Brochure Swap went well. Carol said there was 52 vendors (or locations) here. The fairgrounds allowed them to use the building at no charge due to the money that is given for use of their facilities.

She as also contacted by Armadillo and they are looking at a gun and wanting historical references of McCook that could be engraved on it. **Carol** gave them some names and pictures to consider.

The budget will be formalized next month. **Carol** gave the CVC a proposed budget. She stated that it is looking different because of the inter payroll that is in an out of the account. She also stated that the CVC cannot spend any money that is not budgeted for but they can also not spend any money that they do not receive. So she is preparing everything on a scale.

NEW BUSINESS:

GRANT REQUEST:

Gala of the Royal Horses requested a grant. There was a motion made by **Curtis** second by **Natalie** for \$500. This item passed 4/0.

Battle in the Saddle requested a grant. There was a motion made by **Natalie** second by **Tyler** for \$1500. This item passed 4/0.

Dan requested that the CVC go into Executive Session at 3:55 to discuss grant policies and procedures in regards to for profit events.

Meeting reconvened at 4:13 p.m. with no action taken as a result of the Executive Session.

A motion was made by Tyler and seconded by Curt to approve the promotion fund claims. This item passed 4/0.

A motion was made by Curt and seconded by Natalie to approve the improvement fund claims. This item passed 4/0.

Meeting adjourned at 4:20 p.m.

Respectfully submitted,
Jamie Mockry