



Red Willow County Visitors Committee  
February 5, 2019 3:00 p.m.  
Keystone Business Center Board Room

- Presiding:** Dan Stramel
- Present:** Carol Schlegel, Dan Stramel, Tyler Loop, Dan Ebers and Curtis Smith
- Absent:** Ben Dutton
- Guest:** Jamie Mockry and Sarah Rippen. Bruce Baker arrived at 3:10.
- Call to Order:** Dan Stramel called the meeting to order the Red Willow County Visitors Committee (RWCVC) at 3:00 p.m.
- Open Meeting Act:** Open Meeting Acts was available for review.
- Minutes:** There was a motion made by **Curtis** and seconded by **Dan E** to approve the January 8, 2019 minutes. Motion Carries 4/0.
- Financial Status:** The Financial Status was available for review.
- Old Business:**
- Grant Policies and Procedures:** **Carol** discussed some of the items that were added to the form. The discussion was that the checks wrote would be reimbursed to the group not the venue and that people could apply for both grants. She also remembers an idea that was brought up about a way that the hotels would report the rooms used for an event. She wondered if it was possible to just ask the people attending the event. This would be a visitors survey. She wondered if it could be an either one or another or how maybe we can do this. **Dan** asked if the word campground can be extended to RV or something. It was decided to put "other" on the form. There was a motion made by **Tyler** to approve the forms this would start March 1, 2019. Seconded by **Curtis**. This item passed 4/0.
- Digital Marketing Campaign Adjustments:** With Sehnerts receiving the James Beard Award there is a chance to capitalize on it. Carol contacted Maly Marketing and we can adjust the amounts for each month or we can ad to the campaign. It was thought that maybe 1/3 of the marketing on Sehnert's and 2/3 on McCook. This item was tabled to see what is going on.
- Purchase of Stock Trailer for Bird Tours:** Carol purchased a trailer. It was less expensive but needs a lot of work. She will stay under the budget that was given.
- New Business:**
- Promotion Fund Grant Request:**
- McCook Chamber of Commerce Irish Poker Run:** Sarah Rippen reported on an Irish Poker Run for an event in McCook. The request is for \$1000. It was discussed that this would be a sponsorship instead of a grant. The decision was made that it would be a sponsorship. There was

a motion made by **Curtis** to sponsor the Irish Poker Run for \$1000. Second by **Tyler** and passed 3/0.

**Triangle Cross Classic:** There was a request for \$3590 for an this event. There was a motion made by **Tyler** and second **Curtis** by to fund \$1500 in grant money **Curtis** would like to see the actual pay out. Motion failed 0/4. There was a motion made by **Curtis** to table this event until there is further information given or to use the new promotion grant form. This option is to be given to Deb Christy on which she would like to do. This item was seconded by **Dan E.** Motion passed 4/0.

**Travel Midwest Advertising:** There was a motion made by **Tyler** and second **Curtis** by NOT to approve this advertisement. This motion passed 4/0.

**Chamber of Commerce Annual Banquet:** There was a motion made by **Curtis** and second by **Tyler** to approve \$250 for the Chamber Banquet 1/2 Table Corp Sponsor. Motion passed 4/0.

**Director's Report:** **Carol** reported that there is only 19 open seats on Prairie Chicken Tours and 5 are already sold out. **Carol** reported on the Cattleman's Ball. There was no meeting so she will see if there is another chance to talk with him. She also said that there was 20 journalist at the Birding Media event in Denver. There was 2 tickets that was given to a journalist from New York. The people there were all very interested in the birds between the Prairie Chicken and the Cranes. The NTC Grant awards came out from the Nebraska Tourism last week. The Southwest Nebraska grant was granted and the Red Willow McCook was not. **Carol** asked if we should question this. They are saying that we will benefit from Southwest Nebraska. **Carol** will put a letter together for **Dan S** to sign.

**Claims:** There was a motion made **Tyler** and seconded by **Curtis** by to approve the Promotion Fund claims. Motion carries 4/0.

There was a motion made **Tyler** and seconded by **Dan E** to approve the Improvement Fund claims fund. Motion carries 4/0.

Meeting adjourned at 4:23

Respectively Submitted,

Jamie Mockry