



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

- Presiding:** Dan Stramel
- Present:** Carol Schlegel, Dan Stramel, Tyler Loop, Dan Ebers, Ben Dutton and Curtis Smith
- Absent:**
- Guest:** Cayla Richards, Bruce Baker and Jamie Mockry.
- Call to Order:** Dan Stramel called the meeting to order the Red Willow County Visitors Committee (RWCVC) at 3:03 p.m.
- Open Meeting Act:** Open Meeting Acts was available for review.
- Minutes:** There was a motion made by **Curtis** and seconded by **Ben** to approve the February 5, 2019 minutes. Motion Carries 5/0.
- Financial Status:** The Financial Status was available for review.
- Old Business:**
- Grant Policies and Procedures.** The commissioners were ok to move forward with the grant request forms. Carol had a letter to show the RWCVC to let all past recipients know about the changes. She also had a history of the grants given since the 1998-1999 fiscal year. The RWCVC has granted \$346,693.19.
- Promotion Grant Request Triangle Cross Classic:** **Carol** had contacted Deb Christy about the additional information that was needed on the grant request. **Tyler** motion to approve \$1500 second by **Ben** for this request. The request was for \$3590. There was no further discussion and passed 5/0.
- New Business:**
- Improvement Grant Request:**
- Promotion Fund Grant Request:**
- Bruce Baker, McCook Gazette:** Bruce Baker presented for the Gazette. He passed out some information on who are you marketing too? Maybe help get the locals excited about an event. All Marketing has value and the value of local media. He just wanted the RWCVC not to forget about the Gazette and it ties to people that have roots in McCook who come back for events. The Gazette can help reach those people. He was there to give information on how maybe the Gazette could help.

Director's Report: **Carol** reported on the NTC Grant Awards. She talked with John Ricks and they are discussing different options in the way the grants are done and handled. Hopefully this will help in the future. **Carol** also showed pictures of the new Stock Trailer for Bird Tours. The work has already been done to it. This opens the tours up to about 30 people now. **Carol** also discussed the Digital Marketing Campaign and it was decided to wait on the extra promotion and move on a food push in May when the James Beard Award will be given to Sehnert's.

Claims:

There was a motion made **Curtis** and seconded by **Tyler** to approve the Promotion Fund claims. Motion carries 5/0.

There was a motion made **Ben** and seconded by **Tyler** to approve the Improvement Fund claims fund. Motion carries 5/0.

Meeting adjourned at 3:41.

Respectively Submitted,

Jamie Mockry