



## RED WILLOW COUNTY VISITORS COMMITTEE

July 2, 2019

3:00 p.m.

Keystone Business Center Board Room

### MINUTES

- Presiding:** Dan Stramel
- Present:** Carol Schlegel, Dan Ebers, Ben Dutton, Dan Ebers, Tyler Loop and Curtis Smith
- Absent:** Kayla Richards
- Guest:** Jamie Mockry, Bill Longnecker, Trevor Taylor
- Call to Order:** Dan Stramel called the meeting to order the Red Willow County Visitors Committee (RWCVC) at 3:09 p.m.
- Open Meeting Act:** Open Meeting Acts was available for review.
- Minutes:** There was a motion made by **Curtis** and seconded by **Tyler** to approve the June 4, 2019 minutes. Motion Carries 5/0.
- Financial Status:** The Financial Status was available for review.
- Old Business:**
- Chamber Administrative Fee**
- Trevor Taylor and Bill Longnecker gave a report of Chamber of Commerce. This started with a little history of how this came to place. Trevor shared the average numbers for the last 13 months. He gave some of the descriptions of what is done was given. There was proposal of \$1000 from the Chamber. **Tyler** gave some of the background of the RWCVC of why it was cut from \$850 to \$400. There then was discussion on this matter. Some of these items include the day to day activities and the website with brochure swaps given also. **Dan** said that the RWCVC wants to work with the Chamber and wants to find out what was fair. **Dan** said that there was thought about a per piece. There was discussion about the administrative time could be difficult to do this. 123 monthly phone calls, 114 walk ins, 4 mailings per month and 4 Email requests on average for 13 months. There was thought that maybe the Chamber needs to keep tab of where the people that are walking in would be coming from. This could be done in the form of a "Guest Book". This then would be included in the reports given to the RWCVC monthly. The thought was that the RWCVC would make a SOP of what would be expected of the Chamber and then the Board of Directors of Chamber would review and counter proposal back. The RWCVC will work on putting together the proposal. The RWCVC will have a special meeting on July 19 at 11 am.
- Declaration of Adequacy of Tourism Facilities**
- There was a motion made that the tourism facilities in the County are adequate and do not require improvement that will exceed the amount set aside for that purpose in the

proposed budget was made by **Ben** second by **Dan E.** There was discussion to see if needed can the funds be transferred back. This is possible. This motion passed 5/0.

**2019-2020 Budget**

There was a motion made by **Ben** and second by **Tyler** to approve the 2019-2020 budget. **Dan** thanked Carol for her time spent on putting this together.

**Facility Rental Grant**

**NE APHC Fall Show** This show has been canceled.

**Nebraska NBHA Fall Classic** There was a recommendation to table this grant until next month so that there is more information.

**Jr High School / High School Rodeo** There was a recommendation to table this grant until next month so that there is more information.

There was a motion made by **Curtis** second by **Tyler** to table the Nebraska NBHA and the Jr High / High School Rodeo until next month. Motion carried 5/0.

**Directors Report:**

**Carol** on July 9, 2019 from 10 to 11 a.m. there is coffee with a cop at Sehnerts. Everyone is invited to this event. Grant Reimbursement check has been received. The Simple View Rebate was that there were some ads for sale on our website. There was a minimal amount payment for them. Carol has dropped this. It was the end of the contract so it was good. They paid \$1300 to put back into the budget. The idea was to use this money on the website. Carol will be attending the National Heritage Area Meeting on July 15 and the ABA meeting on July 16.

**New Business:**

**Maly Marketing**

Maly Marketing went through the marketing campaign and the results of last year's marketing. Carol is going to look at some of the scheduling of the ads and will get with Curtis to see if there is anything needs changed. There was a motion made by **Curtis** and second **Ben** to proceed with this Maly Marketing budget. motion Carried 5/0.

**Claims:**

There was a motion made by **Curtis** and seconded by **Tyler** to approve the Promotion Fund claims. Motion carries 5/0. There was an addition of the Post office box to the totals of \$92 to make it \$7160.80.

Meeting adjourned at 4:48.  
Respectively Submitted,  
Jamie Mockry