

RED WILLOW COUNTY VISITORS COMMITTEE

September 3, 2019

3:00 p.m.

Keystone Business Center Board Room

Minutes

- Presiding:** Tyler Loop
- Present:** Curtis Smith, Dan Ebers, Carol Schlegel and Caylee Richards
- Absent:** Daniel Stramel and Ben Dutton
- Call to Order:** **Tyler Loop** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:02 p.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Curtis** and seconded by **Dan E.** to approve the August 3, 2019 minutes. Motion carried 3/0.
- Financial Status:**
- | | |
|--|---------------|
| Balance in Promotion Fund as of August 31, 2019 = | \$ 41,747.72 |
| Balance in Improvement Fund as of August 31, 2019 = | \$ 84,915.02 |
| Balance in Promotion Fund Budget as of August 31, 2019 = | \$ 140,106.10 |
| Balance in Improvement Fund Budget as of August 31, 2019 = | \$ 136,000.00 |
| Petty Cash Fund as of August 31, 2019 = | \$ 1.94 |
- Carol** reported that Red Willow County is 7% below our collections from last year, which has remained consistent over the past few months.
- Old Business:** **Promotion Fund Grant Follow-ups** were submitted for the following
- Red Willow Futurity, Derby & Cutting
Date: August 9-11, 2019 Amount Approved: \$ 2,250.00
 - Triangle Cross Classic
Date: August 16-18, 2019 Amount Approved: \$ 1,500.00
- Both applications were submitted under the previous grant process so the payments will be sent directly to the Fair Board.
- Chamber Dues Payment** – Discussion was held on when to remit payment for the Visitors Committee’s Chamber dues. After voting to terminate the agreement with the Chamber at the August meeting, and giving the required 30 days’ notice, the Visitors Committee will be paying \$400.00 this month for the last Administrative Fee to the Chamber. Since the normal billing cycle for Chamber dues is for payment in January, a motion was made by **Curtis** to pay the \$2,500.00 that was committed at that time. The motion was seconded by **Dan E.** Motion carried 3/0.
- Director’s Report:** **Nebraska Passport 2020** – Applications are being accepted for the 2020 Nebraska Passport program. This has been a highly successful program for getting people to travel the state and Carol encouraged the Committee to recommend that businesses apply to get more participation in Southwest Nebraska.
- LB 284** – Requires a marketplace facilitator to collect and remit any state and local sales tax and state and county lodging taxes on sales made through their marketplace. Effective July 1, 2019. Dan E. brought it to Carol’s attention that online booking systems were initially advising their hotel partners not to collect any taxes (sales, lodging and occupation) on sales that came through their portals. That has since been changed so that the hotel is expected to collect the occupation tax. There is confusion on what is the proper taxes to be collected and by whom. Carol will investigate as to how this is to be handled by the hotels under this new legislation.
- Nebraska Kansas Heritage Area Partnership** – This is a relatively new group that has been formed to connect communities and attractions, instill pride of

place and promote immersive experiences for residents and visitors to enhance appreciation for the region’s unique landscape and nationally significant cultural history. National Heritage Areas are designated by Congress as places where natural, cultural and historic resources combine to form a cohesive, nationally important landscape. This group is early on in the process and at some point will be seeking financial commitments from its partners. Carol wanted the Committee to be aware of the effort and will keep the apprised of future developments.

American Bus Association (ABA) Marketplace – Omaha, January 10-14, 2020 ABA will hold their national convention in Omaha next January. This is the first time it has ever been held in Nebraska. Nebraska Tourism Commission and NETA will be helping sponsor the event. Carol presented information concerning the event seeking guidance on whether or not we should be involved. The main deterrent is the cost of being an ABA member and the cost of the Marketplace. The membership and registration for Marketplace would be \$2160. This would not include the travel expenses that would be incurred to go to Omaha. Please follow the link for a 30 minute webinar about ABA so that you have the same information that Carol presented:

<https://register.gotowebinar.com/recording/viewRecording/5575142278073149699/1421350077631837453/carol@visitmccook.com?registrantKey=3168961137660965645&type=ATTENDEEMAILRECORDINGLINK>

The Chief Motel were members of a similar organization, National Tour Association (NTA), which also marketed to motor coach business so Carol has experience on how the Marketplace operates. She made it clear that this would not be a one year commitment but that to see any type of return from our investment that we should plan on a 3-5 year strategy in marketing to the motor coach tour industry. The question is, is it something we want to invest time and money on? In order to make preparation should we decide to participate, this is a decision that will need to be make in October.

New Business:

Kayak Kid Essay Competition Sponsorship – Information was forwarded to Carol concerning this program conducted by Nebraska Game and Parks. After discussion it was decided that the program did not fit our mission.

Approval of Claim:

The following claims were submitted for payment.

Claim Summary – Promotion Fund 0990 879

2-6040 Chamber Administrative Fee		400.00
Visa Bill		
• 2-0100 Postage	20.33	
• 2-1700 UMCVB/K-N Partnership Heritage Area	399.42	
• 2-1751 Dropbox/Adobe/UMCVB/GoDaddy.com	<u>666.34</u>	1,086.09
2-1700 Mileage to SPUCC (Holdrege) meeting/lunch		91.79
2-1751 NETA 2019-2020 Dues		300.00
2-1751 HonorboundIT Service Plan		25.00
2-6000 August Wages		3,333.33
2-6030 Maly Marketing - Digital Campaign & Ad Spend		1,900.00
2-6050 Nebraska Golf Show		895.00
2-6070 Red Willow Futurity, Derby & Cutting		2,250.00
2-6070 Triangle Cross Classic		<u>1,500.00</u>
		\$11,788.21

There was a motion made by **Curtis** and seconded by **Dan E.** to approve payment of the claims. Motion carried 3/0.

Meeting was adjourned at 3:50 p.m.

Respectfully submitted
Carol Schlegel, Director