

RED WILLOW COUNTY VISITORS COMMITTEE

October 1, 2019

3:00 p.m.

Keystone Business Center Board Room

Minutes

Presiding: Daniel Stramel
Present: Ben Dutton, Curtis Smith, Dan Ebers, Carol Schlegel and Caylee Richards
Absent: Tyler Loop

Call to Order: **Daniel Stramel** 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 **Ben** to approve the September 3, 2019 minutes. Motion carried 4/0.

Financial Status:

Balance in Promotion Fund as of September 30, 2019 =	\$ 36,293.09
Balance in Improvement Fund as of September 30, 2019 =	\$ 91,241.60
Balance in Promotion Fund Budget as of September 30, 2019 =	\$ 124,692.88
Balance in Improvement Fund Budget as of September 30, 2019 =	\$ 136,000.00
Petty Cash Fund as of September 30, 2019 =	\$ 71.94

Carol presented the quarterly financial reports for both the Improvement and Promotion funds.

Old Business: **Promotion Fund Grant Follow-ups** were submitted for the following:

- Nebraska NBHA Fall Classic

Date: September 6-8, 2019

Amount Approved: \$ 1,000.00

American Bus Association (ABA) Marketplace – Omaha, January 10-14, 2020

Discussion was held on the cost effectiveness of participating in the ABA Marketplace. The investment would be approximately \$3,000 per year to attend the Marketplace. Carol's recommendation was that we would need to commit to three (3) to five (5) years in order to see a return on our investment. She also investigated alternatives and has been offered a place in the Nebraska Tourism Commission "Welcome" booth but she has not heard if there will be a cost involved or if it includes the opportunity to attend any social/meal functions. She suggested that if that is not included in that option that a "Guest Pass" at the cost \$700 be purchased that would allow her to network to see if this is something we want to pursue in the future. A motion was made by **Ben** to register for a Guest Pass if necessary. The motion was seconded by **Dan E.** Motion carried 4/0.

Director's Report: **Nebraska Passport 2020** – Applications are being accepted for the 2020 Nebraska Passport program with the deadline being December 31, 2019. In response to suggestions for business to apply, Carol will be contacting Citta' Deli, Rocket Inn and Lord's of Indianola.

LB 284 – Carol contacted the Nebraska Department of Revenue on what the proper procedure is for the hotels when receiving reservations through a multivendor marketplace platform (MMP) (i.e. Expedia, Hotels.com, etc). According to the Department of Revenue, when accepting payment the MMP is to apply all taxes (sales, lodging and occupation). The sales and lodging taxes are then remitted to the State of Nebraska. The occupation tax is to be returned to the lodging property and then remitted by the hotel with the proper report. Dan E. indicated that is not how it is being handled presently by the MMP's. The Department of Revenue stated that there has been a great deal of confusion on how this is to all work between the MMP's and lodging properties. Carol has

signed up for the subscription service through the Department of Revenue and should receive updates when/if the procedures change.

Nebraska Kansas Heritage Area Partnership – The group met in McCook on September 24. National Heritage Areas are designated by Congress as places where natural, cultural and historic resources combine to form a cohesive, nationally important stories that celebrate our nation’s diverse heritage. The initial inspiration for this effort stems from the University of Nebraska-Lincoln undergraduate landscape architecture studio that sought to understand ways to increase economic development through a more regional approach to cultural heritage tourism with the effort being organized around Red Cloud and Willa Cather. The group is meeting on a monthly basis with the intent to undertake a feasibility study towards the goal of receiving the congressional designation. The next meeting is October 31, 2019 in Grand Island.

Barnes House Project – At the August meeting there was some discussion about a “Big Project” that our Improvement Funds would be allocated to. One such project would be to build the “Barnes House”, a second Frank Lloyd Wright designed home that was to have been built, but never was. If built, the house would be open for tours, be a visitor’s center and the Visitors Bureau office and potentially have a meeting space attached. Carol had a meeting with Randy Stramel, retired architect and Daniel’s brother, who wrote his Master’s thesis on the Barnes residence. They discussed some of the steps that would need to be taken to pursue this project. The Barnes family donated the plans to the High Plains Historical Society. Carol is a member of that Board and will bring the possibility of building the house as an attraction for McCook to them and see what their thoughts are on the project.

Nebraska Tourism Conference – October 22-24, 2019 – North Platte – Carol provided a brochure of this year’s conference and encouraged any of the members of the committee to attend all, or part of the event since it is so close. The options are to attend all three days, Tuesday only, Wednesday only or the Banquet only (Wednesday evening). Anyone interested in going needs to contact Carol by Friday so that she can get the registrations in.

New Business:

Facility Rental Grant Requests

- Patriot Qualifier / 40 over Team Roping Qualifier
Date: July 6-7, 2019 Amount Requested: \$ 1,185.00
The producer contacted Carol wanting to know how they were to receive the funds they had requested in the grant application. She had not received the application but asked them to send it to her even though it was after the event had been held. No explanation was received on how they “sent” it, by mail, email or fax, but it may have been sent to the Fair Board office by mistake and was not forwarded to us due to Deb’s health issues at the time. After discussion, due to the fact that this is a new event and they plan to hold two more qualifiers in McCook, the motion was made by **Ben** to approve the grant request in the amount of \$1,000. **Curtis** seconded the motion. Motion carried 4/0. They will be required to provide the follow-up report prior to being reimbursed for the arena rental.
- Jackpot Steer Roping
Date: October 19-20, 2019 Amount Requested: \$1,000 or 750
This event is also a first time event for McCook. After discussion, due to the fact that the producer is not expecting very many participants, a motion was made by **Ben** to approve the grant request in the amount of \$500. **Curtis** seconded the motion. Motion carried 4/0.

McCook Senior High Yearbook Advertising – We were approached, for the first time, by members of the MHS Yearbook Staff, including Lilly Allen, to advertise. After discussion concerning supporting the students, a motion was

made by **Curtis** to become a Gold sponsor at the amount of \$175. **Ben** seconded the motion. Motion carried 4/0.

Approval of Claim: The following claims were submitted for payment.

Claim Summary – Promotion Fund 0990 879

Visa Bill

• 2-0100 Postage	88.30	
• 2-1700 Travel – UMCVB	685.07	
• 2-1751 Adobe/GoDaddy.com	215.76	
• 2-6050 KNHPA Lunch	<u>34.82</u>	1,080.65
2-1700 Travel Expenses – UMCVB		332.23
2-1751 HonorboundIT Service Plan		25.00
2-6000 September Wages		3,333.33
2-6030 Maly Marketing - Digital Campaign & Ad Spend		1,900.00
2-6040 MEDC Oct-Dec Rent, Utilities, Internet		756.00
2-6070 Nebraska National Barrel Horse Association		<u>1,000.00</u>
		\$ 8,427.21

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

Meeting was adjourned at 4:04 p.m.

Respectfully submitted
Carol Schlegel
Director

Addendum (10/03/2019): Two invoices were received after the meeting for previously approved expenses. There was still time to submit them for payment this month. An email vote was taken to approve the following claims:

- 2-6040 Prairie Winds PC's – Replacement of hard drive on Nobilis laptop \$ 239.98
- 2-6075 Nebraska Association of County Officials – Conference Sponsorship \$ 1,000.00

Email responses approve payment of the additional claims was received from **Daniel Stramel, Ben Dutton, Curtis Smith** and **Dan Ebers**.