

RED WILLOW COUNTY VISITORS COMMITTEE

November 5, 2019

3:00 p.m.

Keystone Business Center Board Room

Committee Members

Daniel Stramel, Chairman

Term Expires - December 31, 2021

Ben Dutton

Term Expires - December 31, 2021

Tyler Loop, Vice Chairman

Term Expires - December 31, 2021

Curtis Smith

Term Expires – December 31, 2019

Dan Ebers

Term Expires - December 31, 2019

The board reserves the right to go into executive session if such session is clearly necessary for the protection of the public interest or for the prevention of needless injury to the reputation of an individual.

***Denotes Action Item**

TENTATIVE AGENDA

***Approval of Minutes**

Presentation of Financial Status

- Balance in Promotion Fund as of October 31, 2019 = \$ 45,982.79
 - Balance in Improvement Fund as of October 31, 2019 = \$ 79,358.50
 - Balance in Promotion Fund Budget as of October 31, 2019 = \$ 115,025.69
 - Balance in Improvement Fund Budget as of October 31, 2019 = \$ 121,000.00
- Petty Cash Fund
- Beginning Balance \$ 71.94
 - Postage 7.20
 - SPUCCLunch 15.00
 - Ending Balance \$ 49.74

Old Business

Promotion Fund Grant Follow-up

- *Confederation for Working Equitation National Championship*
Date: October 2-7, 2019 *Amount Approved: \$ 2,500.00*

Nebraska Tourism Conference – October 22-24, 2019 – North Platte – Ben and Dan E.

- eLearningU Webinar Program – Thursday, November 7 – 1 p.m. Keystone
“Which Type of Google Ad is Right for Your Tourism Business? Search vs Shopping vs Display & Video/YouTube?”

Director’s Report

- Barnes House Project
- American Bus Association (ABA) Marketplace – January 10-14, 2020
- Buffalo Commons First Tuesday – November 5
- Burr Oak Canyon Symposium – October 17-18
- McCook Community Brand/Digital Marketing
 - Truly360

New Business

***Facility Rental Grant (None at this time)**

***Nebraska Traveler Advertising**

Claim Summary – Promotion Fund 0990 879

Visa Bill

• 2-1700 Travel (Credit)	- 258.56	
• 2-1751 Adobe/NTC Conference	689.20	
• 2-6040 Educational Webinars	50.00	
• 2-6050 KNHPA Lunch	94.83	575.47
2-1700 Travel Expenses – NTC Conference		101.50
2-1751 HonorboundIT Service Plan		25.00
2-6000 October Wages		3,333.33
2-6030 Maly Marketing - Digital Campaign & Ad Spend		1,900.00
2-6070 Confederation for Working Equitation National Championship		<u>2,500.00</u>
		\$ 8,435.30

***Approval of Claim**

Claim Summary – Improvement Fund 0995 879

Promotion Grant Pledges: Total = \$ 2,500.00

- Patriot Qualifier / 40 over Team Roping Qualifier
Date: July 6-7, 2019 Amount Approved: \$ 1,000.00
- Jackpot Steer Roping
Date: October 19-20, 2019 Amount Approved: \$ 500.00
- Cowboy Mounted Shooting
Date: November 22-24, 2019 Amount Approved: \$ 1,000.00

Improvement Grant Pledge: Total = \$15,600.00

- McCook Optimist Club
Project: Norris Avenue Flag Amount Approved: \$ 600.00
- McCook Legion Baseball Boosters, Inc.
Project: Batting Cages & Facility/Field Improvements Amount Approved: \$15,000.00