

RED WILLOW COUNTY VISITORS COMMITTEE

December 3, 2019

3:00 p.m.

Keystone Business Center Board Room

Minutes

Presiding: Daniel Stramel
Present: Tyler Loop, Ben Dutton, Curtis Smith, Dan Ebers, Carol Schlegel and Caylee Richards
Guests: MPCC Rodeo Team Members: Trenton Solida, Sheyenne Hammond and Jaycee Wooters
Call to Order: **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:00 p.m.

Open Meeting Act: Open Meeting Act was available for review.

Suspension of Agenda Order: **Daniel** suspended the agenda order, moving the MPCC Rodeo Sponsorship request under new business to the first order of business.

- MPCC Rodeo Sponsorship Request
Date: March 13-14, 2020 Amount Requested: \$ 1,250.00

MPCC Rodeo Team members in attendance were **Trenton Solida, Sheyenne Hammond** and **Jaycee Wooters**. The team members provided background on their events. The events have been averaging over 150 contestants from six states as well as 200 spectators for each performance. Proceeds from this fundraiser are used to pay for travel expenses, practice equipment and scholarships. They hope to raise approximately \$10,000.00. In exchange for the \$1,250 sponsorship the Visitors Committee will receive a banner in the arena, our logo on ads and in the program, arena flag during performances and announcer recognition. Motion was made by **Tyler** to approve the \$1,250 sponsorship request and seconded by **Dan E.** Motion carried 5/0.

Minutes: There was a motion made by **Ben** and seconded by **Tyler** to approve the November 5, 2019 minutes. Motion carried 5/0.

Financial Status:

Balance in Promotion Fund as of November 30, 2019 =	\$ 45,721.71
Balance in Improvement Fund as of November 30, 2019 =	\$ 87,532.72
Balance in Promotion Fund Budget as of November 30, 2019 =	\$ 106,590.39
Balance in Improvement Fund Budget as of Nov 30, 2019 =	\$ 121,000.00
Petty Cash Fund as of November 30, 2019 =	\$ 49.74

Carol stated that the collections remitted back to the County continue to fluctuate. With the collections from the first quarter of this fiscal year having come in we have now increased 4% over last year. This is after having been down 16% last month.

Old Business: **Facility Rental Grant Final Report** were submitted for the following:

- Cowboy Mounted Shooting
Date: November 22-24, 2019 Amount Approved: \$ 1,000.00

Community Feedback Survey – In response to Ben’s suggestion in November, Carol developed a survey to encourage input concerning projects using the improvement funds. The survey was reviewed and will be modified to include demographics consisting of gender, age range and residency. The survey will be available online through Survey Monkey as well as a paper version. Several avenues were discussed to circulate the survey including Facebook (Tourism, Chamber, MEDC), databases (Chamber, MEDC, Extension), notice through the elementary school system and press releases to Gazette and radio stations. The survey will be launched in January and be available to fill out for two weeks.

Director's Report: **NTC Marketing Grant** – Carol is preparing a Nebraska Tourism Commission Marketing Grant for the Spring Birding Trifecta.

New Business: **Improvement Fund Grant Application**

- **McCook Art Guild**
Second Floor HVAC and Restoration Amount Requested: \$ 8,000.00
There were no representatives from the McCook Art Guild in attendance to present their grant requests. Since that is a requirement of the Improvement Fund Grant process the motion was made by **Ben** to table the grant request until such time that Art Guild representation is present. **Curtis** seconded the motion. Motion carried 5/0. Carol will notify the Art Guild and try to schedule them for the January meeting.

Committee Member's Expiring Terms – **Curtis** and **Dan E.**'s terms on the Visitors Committee expire on December 31, 2019. Both agreed to continue to serve another four year term.

Director Contract Review and Bonus Recommendation – After discussion, Tyler made the motion to recommend that the Director's Contract be renewed for 2020 with no changes to the County Commissioners and the 2019 bonus be paid out in January 2020. Curtis seconded the motion. Motion carried 5/0.

Other Business: Curtis suggested that Predator Hunting be the focus of our digital marketing for Coyote, Bob Cat and Raccoon at this time. He also suggested that we should schedule marketing for Spring Turkey in February.

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

Claim Summary – Promotion Fund 0990 879

Visa Bill

• 2-1700 Travel	337.43	
• 2-1751 Adobe	56.70	
• 2-6040 Curtains and Rods	45.94	440.07
2-1012 Sauder & Daughter – Lunch Bags		1,285.78
2-1751 HonorboundIT Service Plan		25.00
2-6000 November Wages		3,333.33
2-6030 Maly Marketing - Digital Campaign & Ad Spend		1,900.00
2-6070 Dakota Running Irons – Cowboy Mounted Shooting		1,000.00
2-6070 MPCC Rodeo Boosters		1,250.00
3-0101 Eakes		9.99
		<u>\$ 9,244.17</u>

There was a motion made by **Curtis** and seconded by **Ben** to approve payment of the claims. Motion carried 5/0.

Meeting was adjourned at 4:02 p.m.

Respectfully submitted
Carol Schlegel
Director