

RED WILLOW COUNTY VISITORS COMMITTEE

January 14, 2019

3:00 p.m.

Keystone Business Center Training Room

Minutes

- Presiding:** Daniel Stramel
- Present:** Tyler Loop, Dan Ebers, Carol Schlegel and Caylee Richards
- Absent:** Ben Dutton and Curtis Smith
- Guests:** John Clesson, President, McCook Art Guild
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:01 p.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Dan E.** and seconded by **Tyler** to approve the December 3, 2019 minutes. Motion carried 3/0.
- Financial Status:**
- | | |
|--|---------------|
| Balance in Promotion Fund as of December 31, 2019 = | \$ 42,438.76 |
| Balance in Improvement Fund as of December 31, 2019 = | \$ 93,493.93 |
| Balance in Promotion Fund Budget as of December 31, 2019 = | \$ 97,346.22 |
| Balance in Improvement Fund Budget as of Dec 31, 2019 = | \$ 121,000.00 |
| Petty Cash Fund as of November 30, 2019 = | \$ 49.74 |
- Carol** stated that the collections remitted back to the County have held steady this month and we are still up 4% over last year. When asked about the difference between the collections for the Promotion and Improvement funds of three cents, **Carol** informed the Committee that when the amount is an odd amount the extra penny goes into the Promotion fund.
- Old Business:**
- Community Feedback Survey** – **Carol** distributed a revised version of the Community Feedback Survey that is designed to encourage input concerning projects using the improvement funds. The Committee had no further suggestions. The survey will be launched in January and be available to fill out for two weeks.
- Removal of Grant Pledges Due to Lack of Follow Up Reports** – The following grant pledges have been pending several months past the end of the reporting period specified in the grant acceptance agreement. Neither of these organizations returned the grant acceptance agreements. These removals would not necessarily disqualify these events from applying for funds in the future.
- 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
- A motion was made by **Tyler** to remove these grant pledges from the Visitors Committee's commitments. **Dan E.** seconded the motion. Motion carried 3/0
- Improvement Fund Grant Fund Grant Follow Up**
- McCook Legion Baseball Boosters, Inc.
Project: Batting Cages & Facility/Field Amount Approved: \$15,000.00
- A follow-up report was provided by Tom Bredvick with McCook Legion Baseball Boosters, Inc. to complete the requirements of the grant award.
- Suspension of Agenda**
- Improvement Fund Grant Application**
McCook Art Guild
Second Floor HVAC and Restoration Amount Requested: \$ 8,000.00
John Clesson was present representing the McCook Art Guild. Carol stated that when the grant was submitted that she had concerns that she had and the Art

Guild resubmitted portions of the application. Discussion was held concerning the lack of ADA compliance for the upstairs space. Carol could not find any regulation that would exclude this project from funding on that basis. In the course of the discussion several questions were asked. John responded that currently the upstairs space is rated for an occupancy of 50. The Art Guild is planning to use the space for classes, wedding receptions and other events. Questions were asked concerning the amount of people that would stay overnight due to events at the Art Guild. John responded that judges for their events would be the most likely to stay over. He did not indicate that others would. **Tyler** made the motion that we table the decision to fund this grant request until the February meeting. **Dan E.** seconded the motion. Motion carried 3/0.

Director's Report: **McCook Community Brand/Digital Marketing Meeting** – **Carol** reported that the MEDC is going to use the “Capital of the Buffalo Commons” brand, including color schemes and fonts, for their revised website. The concern for what started this effort is that when McCook is googled what comes up is not as attractive to visitors or perspective employees moving here as we would like. **Carol** is looking into how we can manipulate our image within the Google guidelines to have a better presence there.

Digital Marketing KPI Report – **Carol** distributed the KPI report provided by Maly Marketing. Additional copies will be made available upon request.

American Bus Association Marketplace, Omaha – **Carol** attended the ABA Marketplace in Omaha on January 11-13, 2020. She reported that the majority of the attendees had not been to Nebraska before, and outside of the cold weather, they were all interested in hearing more about the state. NETA and NTC are already talking about how to carry the momentum from having ABA in Omaha on in the future, including the 2021 ABA in Baltimore. **Carol** will report as information comes available in the future.

New Business: **Facility Rental Grant Application**

- 2020 Triangle Cross Winter Series Finale
Date: March 28-29, 2020 Amount Requested: \$ 1,500.00
- Confederation for Working Equitation National Championship Show
Date: September 30 – October 4, 2020 Amount Requested: \$ 2,000.00

After discussion **Tyler** made the motion to approve the grant requests; \$1,500 for the 2020 Triangle Cross Winter Series Finale and \$2,000 for the Confederation for Working Equitation National Championship Show. **Dan E.** seconded the motion. Motion carried 3/0

Potential Vacancy on Visitors Committee - Due to **Ben Dutton's** change in roles at the Extension Service, he will no longer be able to fulfill his duties in attending the Visitors Committee meetings. As a result **Carol** suggested that we contact **Dawna Bates**, curator of the Norris Home, to fill the vacancy. **Dawna** approached **Carol** during the Nebraska Tourism Conference last fall about being considered when there was a vacancy. **Carol** will contact **Dawna** to see if she is still interested.

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

Claim Summary – Promotion Fund 0990 879

Visa Bill

• 2-0100 Postage	24.00	
• 2-1700 Travel	487.62	
• 2-1751 Adobe	56.70	568.32
2-1751 HonorboundIT Service Plan		25.00
2-1751 McCook Area Chamber of Commerce		2,500.00
2-1751 South Platte United Chambers of Commerce		150.00

2-6000 December Wages / 2019 Bonus	7,333.33
2-6030 Maly Marketing - Digital Campaign & Ad Spend	1,900.00
2-6030 Maly Marketing – Webhosting SWNebraska.com	300.00
2-6030 Miles Partnership – NTC Travel Guide	5,000.00
2-6040 MEDC – Rent/Utilities/Internet – January - March	<u>756.00</u>
	\$18,532.65

Claims Summary – Improvement Fund 0995 879

2-6070 McCook Legion Baseball Boosters, Inc \$15,000.00

In order to submit the claims on time, an email vote was taken on January 7, 2020 to approve the claims. All of the activities represented by these claims had been previously discussed and approved by the Visitors Committee. A motion was made by **Tyler** to pay the claims. The motion was seconded by **Dan E. Tyler, Dan E., Daniel** and **Curtis** all voted to pay the claims as presented.

Meeting was adjourned at 4:05 p.m.

Respectfully submitted
Carol Schlegel
Director