

RED WILLOW COUNTY VISITORS COMMITTEE

March 3, 2020

3:00 p.m.

Keystone Business Center Board Room

Minutes

- Presiding:** Tyler Loop
Present: Curtis Smith, Dan Ebers, Dawna Bates, Carol Schlegel and Caylee Richards
Absent: Daniel Stramel
- Call to Order:** **Tyler Loop** 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 **Dawna** to approve the February 4, 2020 minutes. Motion carried 4/0.
- Financial Status:**
- | | |
|--------------------------------------------------------------|--------------|
| Balance in Promotion Fund as of February 29, 2020 = | \$ 40,422.12 |
| Balance in Improvement Fund as of February 29, 2020 = | \$ 75,466.62 |
| Balance in Promotion Fund Budget as of February 29, 2020 = | \$ 68,356.87 |
| Balance in Improvement Fund Budget as of February 29, 2020 = | \$ 91,000.00 |
| Petty Cash Fund as of February 29, 2020 = | \$ 49.74 |
- At the current time, the collected funds are 8.5% up from the 2018-2019 fiscal year at the same time. **Curtis** had questions on the mechanics of the lodging tax remittance to the county. The taxes are collected by the lodging properties and remitted to the State Department of Revenue on a monthly basis. 60 days later those funds are remitted back to the county so we do receive income on a monthly basis. In February we received the lodging taxes collected for the month of December 2019. The difference in the amount of monies in the funds and the balance in the budgets is due to the fact that we are basing the budget on projections. The balance in the funds is the actual amount we have available to use.
- Old Business:**
- Community Feedback Survey** – An updated survey report was presented. Half of the respondents commented with the majority of them wanting a new pool/water park/splash pad. Survey results will be shared with the Chamber, MEDC and City.
- The number of responses went over 100 so it was necessary to pay for a subscription to get the results. If there are any surveys we want to do, we should do some in the next year. Curtis suggested surveying participants at our larger events to see what our facilities need to keep us competitive. Events at the Fairgrounds and outdoor recreation enthusiasts were mentioned. Carol will look into the logistics of doing these surveys.
- Improvement Fund Grant Application**
- McCook Art Guild
- Second Floor HVAC and Restoration Amount Requested: \$ 8,000.00
- The Committee is struggling to see that the project would ultimately translate into more visitations to McCook. Discussion was held concerning what the future plans are to utilize the space after the HVAC system is place. Specifically, what events would they like to be hold but cannot due to the lack of heating and air conditioning. How would they promote these events in an effort to bring people into town? **Curtis** made the motion that we table the decision to fund this grant request until the April meeting, giving the Art Guild the opportunity to respond to the Committee’s questions. **Dan E.** seconded the motion. Motion carried 4/0.

Director's Report: **American Bus Association (ABA) Aftermath** – ABA Marketplace was held in Omaha in January. Many of the participants, both tour operators and suppliers, were first time visitors to Nebraska and were surprised at what we have to offer. In conjunction with NETA and NTC there are discussions as to how we can capitalize on the momentum started with ABA being in Nebraska. Carol will present additional information as it becomes available.

Prairie Chicken Dance Tours – The tours begin next week and at this time there are four available seats on the tours. Carol will be conducting a POM (Peace of Mind) tour on Saturday, March 7 just to verify that the birds are doing their thing prior to taking out paying guests. Anyone that is interested in going out Saturday morning should let her know and be prepared to meet at the Keystone at 6 a.m. There were no immediate takers.

Bobwhite Perch – This is a new lodging accommodation in Red Willow County operated by Dave and Kerri Unger. It is located south of Red Willow Reservoir and offers hunting opportunities.

Chamber Banquet – The Chamber banquet is to be held on Saturday, March 7. Carol was verifying the head count so that she could make appropriate arrangements for the Committee.

New Business: **Facility Rental Grant Application**

- 2020 Triangle Cross Classic
Date: August 28-30, 2020 Amount Requested: \$ 1,500.00

This is the first year that the Triangle Cross Classic has applied for a Facility Rental Grant under the new application process although they have been awarded funds for the past four (4) events under the previous system. The Committee has set a precedent that it would fund the applications under the new process for two years. After that they will accept applications to fund promoting the events. After discussion **Curtis** made the motion to approve the grant request in the amount of \$1,500.00. **Dawna** seconded the motion. Motion carried 4/0.

Other Business from Committee: No other business was discussed.

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

Claim Summary – Promotion Fund 0990 879

Visa Bill

• 2-0100 Postage	8.70	
• 2-1751 Adobe	56.70	
• 2-6030 Facebook	17.32	82.72
2-1700 Travel Expenses – NWSS		36.67
2-1751 HonorboundIT Service Plan		25.00
2-1751 Heritage Highway Byway 136 Dues		100.00
2-6000 February Wages		3,333.33
2-6030 Flagship Publishing – NE Traveler 1/3 page ad		1,900.00
2-6030 Maly Marketing - Digital Campaign & Ad Spend		1,900.00
		\$ 7,377.72

A motion was made by **Dan E.** to pay the claims. The motion was seconded by **Curtis**. Motion carried 4/0.

Meeting was adjourned at 3:35 p.m.

Respectfully submitted
Carol Schlegel
Director