

RED WILLOW COUNTY VISITORS COMMITTEE

April 7, 2020

3:00 p.m.

Keystone Business Center Training Room

Minutes

Presiding: Daniel Stramel
Present: Curtis Smith, Dan Ebers, Dawna Bates and Carol Schlegel
Absent: Tyler Loop

Call to Order: **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:03 p.m.

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

Minutes: There was a motion made by **Curtis** and seconded by **Dan E.** to approve the March 3, 2020 minutes. Motion carried 4/0.

Financial Status:

Balance in Promotion Fund as of March 31, 2020 =	\$ 37,075.47
Balance in Improvement Fund as of March 31, 2020 =	\$ 79,088.23
Balance in Promotion Fund Budget as of March 31, 2020 =	\$ 60,979.15
Balance in Improvement Fund Budget as of March 31, 2020 =	\$ 90,590.55
Petty Cash Fund as of March 31, 2020 =	\$ 49.74

At the current time, the collected funds are 9% up from the 2018-2019 fiscal year at the same time. The third quarter financial reports were presented and while our income is up currently, it is expected to take a drastic downturn when we start seeing the effects of the Covid-19 virus on the hotel stays. Due to the 60 day delay in the revenue being remitted to the county, we should start to see those effects in May. This will all be reflected when we plan the 2020-2021 budget.

Old Business: **Improvement Fund Grant Application**
McCook Art Guild
Second Floor HVAC and Restoration Amount Requested: \$ 8,000.00
Discussion on this grant application was tabled until such a time as we receive a response to the letter we sent them asking about their future plans to utilize and promote the usage of the facility.
Kiplinger Mural Donation – We had previously donated \$1000 towards the development of the artist’s rendition of the planned Kiplinger Mural. The necessary funds have not been raised to complete the mural and we received a letter for the County Clerk’s office asking if we would like a portion of our donation returned. **Dawna** made a motion that we do not ask for our donation back but be involved in any future project at the Fairgrounds, such as a kiosk, that would promote McCook and also highlight Tom Kiplinger. **Dan E.** seconded the motion. Motion carried 4/0.

Director’s Report: **Prairie Chicken Dance Tours** – Carol and Angus conducted three tours before having to cancel them due to the Covid-19 virus and the CDC recommendations. All registrations were refunded.
Facility Rent Grants – The following events have either rescheduled or cancelled due to the Covid-19 virus and the CDC recommendations.

- 2020 Triangle Cross Winter Series Finale
Rescheduled Date: June 6-7, 2020 Amount Approved: \$ 1,500.00
- Confederation for Working Equitation National Championship Show -
Cancelled

New Business:

Marketing During COVID-19 – Several options were presented and discussed for continuing to market during the pandemic. Our contract with Maly Marketing for digital marketing goes under the end of this fiscal year in June. At this time we are still okay financially so that we can meet our obligations. This will be monitored carefully so we can make any adjustments necessary during the pandemic. Our digital marketing is highlighting activities that can be accomplished while still socially distancing but also give people something they can dream about doing when this is all over, specifically fishing and golf. Other ideas that were discussed will be directed towards the local market and include:

- Curbside Cruise Clues/Scavenger Hunt
- Visit Colorado “Colorado Calm”
- Building itineraries
- Virtual tours

Central Brochure Distribution – 2020-2021 Contract – This is our method of distributing brochures in Kansas and south central Nebraska at an annual cost of \$500. A motion was made by **Curtis** to continue with the contract. The motion was seconded by **Dawna**. Motion carried 4/0.

Promotion Grant Application

- Cultivate Rural Leaders Symposium
Date: November 13, 2020 Amount Requested: \$ 1,000.00
This event is to be held in conjunction with the annual Nebraska Community Foundation Training and Banquet. It is designed to keep the participants in McCook one or two nights longer. A motion was made by **Dawna** to approve the \$1000 request. **Dan E.** seconded the motion. Motion carried 4/0.

Facility Rental Grant Application

- White Horse Management
Date: May 1-3 or June 13-15, 2020 Amount Requested: \$ 1,500.00
This is a new event is produced by Connie Henrichs that previously put on the Reining Horse competitions. Motion was made by **Dan E.** to approve the \$1500 request. The motion was seconded by **Curtis**. Motion passed 4/0.
- Fire n Cash Barrel Race
Date: August 15-16, 2020 Amount Requested: \$ 1,000.00
This application was incomplete so it was tabled until such a time that the required information is provided. Motion to table it was made by **Dan E.** and seconded by **Curtis**. Motion passed 4/0.
- Cowboy Mounted Shooting
Date: November 20-22, 2020 Amount Requested: \$ 1,000.00
This is the second year we are funding this event under the new grant application. Following this year they will only be eligible for the Promotion grant. Motion was made by **Dawna** and seconded by **Curtis** to approve the \$1000 request. Motion passed 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

2-0100 Eakes – Shipping	119.51
Visa Bill	
• 2-1751 Adobe/Survey Monkey/Dropbox	560.58
2-1751 HonorboundIT Service Plan	25.00
2-6000 March Wages	3,333.33
2-6030 Maly Marketing - Digital Campaign & Ad Spend	2,500.00
2-6040 MEDC – April-June Rent and Utilities	756.00
2-6040 McCook Chamber – Banquet	60.00
2-6050 Central Brochure Distribution	<u>500.00</u>
	\$ 7,854.42

A motion was made by **Curtis** to pay the claims as presented with the addition of Central Brochure Distribution in the amount of \$500. The motion was seconded by **Dawna**. Motion carried 4/0.

Meeting was adjourned at 4:28 p.m.

Respectfully submitted
Carol Schlegel
Director