

RED WILLOW COUNTY VISITORS COMMITTEE

May 5, 2020

3:00 p.m.

Keystone Business Center Training Room

Minutes

- Presiding:** Tyler Loop
- Present:** Tyler Loop, Daniel Stramel, Curtis Smith, Dan Ebers, Dawna Bates and Carol Schlegel
- Cayla Richards join the meeting via the telephone.
- Call to Order:** **Tyler Loop** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:05 p.m. in Daniel Stramel's absence.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Curtis** and seconded by **Dawna** to approve the April 7, 2020 minutes. Motion carried 4/0.
- Financial Status:**
- | | |
|---|--------------|
| Balance in Promotion Fund as of April 30, 2020 = | \$ 30,916.94 |
| Balance in Improvement Fund as of April 30, 2020 = | \$ 80,784.11 |
| Balance in Promotion Fund Budget as of April 30, 2020 = | \$ 53,124.73 |
| Balance in Improvement Fund Budget as of April 30, 2020 = | \$ 90,590.55 |
| Petty Cash Fund as of April 30, 2020 = | \$ 48.34 |
- At the current time, the collected funds are 5% up from the 2018-2019 fiscal year. That is down from the 9% increase we had the previous month. **Dan E.** reported that stays at his property has rebounded this week and they are experiencing a 50% occupancy rate. He also commented that starting April 1st that the booking platform Priceline has changed their procedures so that they are collecting all taxes while Expedia is having the hotel collect the occupation tax while the platform is collecting the sales and lodging taxes. It will be something to monitor going forward to make sure that the taxes that are collected come back to the correct county.
- Daniel Stramel joined the meeting. Tyler continued to preside.
- Old Business:** **Improvement Fund Grant Application**
- McCook Art Guild
- Second Floor HVAC and Restoration Amount Requested: \$ 8,000.00
- No further information was received from the Art Guild concerning their future plans to promote the use of the space that would be improved by the project so no action was taken by the Committee.
- Facility Rental Grant Application**
- Fire N Cash Barrel Race
- Date: August 15-16, 2020 Amount Requested: \$ 1,000.00
- No further information was received concerning their marketing budget so no action was taken by the Committee.
- Discussion was held concerning how long the Committee would keep a tabled application on the agenda before it is removed. The consensus was that we would contact each entity three (3) times requesting the missing information. If there is no response, we will drop the application from the agenda. The organization would then need to resubmit an application to start the process again. Carol has contacted the Art Guild once and Fire N Cash Barrel Race twice. She will reach out to them each again so that we can resolve these applications at the June meeting.
- Director's Report:** **Marketing during COVID-19 –**
- The following activities have been produced since the last meeting:
- Drive By Easter Egg Hunt
 - Keep McCook Rolling Cruise Night Clues – 04.17.2020
 - Keep McCook Rolling Cruise Night Clues – 05.01.2020

All of these have been well received by the community with the Easter Egg Hunt having the most entries. There is another Cruise Night scheduled for May 15 and we will sponsor another contest.

Following up with the virtual tour idea, Carol is working on short videos utilizing videos of John Hubert that were produced by the interns we had a couple of years ago.

Carol presented two reports. The first was produced by U.S. Travel Association and titled "Travel in the New Normal" which deals with industry guidance for promoting the health and safety of all travelers. The second is produced by Destination Analysts and includes their key findings of the Coronavirus Travel Sentiment Index Report for the week of April 27, 2020. Both reports were to be forwarded to the Committee following the meeting.

Grant Reimbursement Follow-up – Carol submitted the paper work for reimbursement of a \$3750 grant that was awarded to the Southwest Nebraska Tourism Coalition.

2020-2021 Budget – Carol will prepare a budget for the June meeting, making adjustments for the uncertainty of what our actual collections will be due to the current restricted travel. Carol indicated that she would not decrease the amount budgeted because we cannot spend more than we budget. We can also not spend more than we have in the fund. With the optimistic anticipation that the economy will rebound, we do not want to limited ourselves on what we can spend by budgeting too conservatively.

NTC Strategic Planning Sessions – The Nebraska Tourism Commission is conducting 15 Strategic Plan Discussion Sessions during the week of May 11-15. We need our voices heard through this process so if you can set aside the time, Carol is strongly encouraging everyone to sign up for a session.

New Business:

Promotion Grant Application (None)

Facility Rental Grant Application (None)

Joint Video Project with MEDC and Chamber – Carol has been approached by Andy to share the costs of a video to encourage people to relocate to the McCook area. Carol has suggested that each organization share the cost of creating the raw footage and then each will be able to have it produced so that it fits their specific mission. No schedule or cost has been discussed. **Curtis** made the motion to enter into this joint venture with the MEDC and Chamber. **Daniel** seconded the motion. Motion passed 5/0.

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

• 2-1751 Adobe/Dropbox Credit	- 63.18	
• 2-6030 Facebook	10.68	
• 2-6075 Drive By Clues Prizes	<u>164.82</u>	112.32
2-1751 HonorboundIT Service Plan		25.00
2-6000 April Wages		3,333.33
2-6030 Maly Marketing - Digital Campaign & Ad Spend		<u>1,300.00</u>
		\$ 4,770.65

A motion was made by **Daniel** to pay the claims as presented. The motion was seconded by **Curtis**. Motion carried 5/0.

Meeting was adjourned at 3:45 p.m.

Respectfully submitted
Carol Schlegel
Director