

**RED WILLOW COUNTY VISITORS COMMITTEE**

**June 2, 2020**

**3:00 p.m.**

**Keystone Business Center Training Room**

**Minutes**

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

**Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:05 p.m.

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

**Minutes:** There was a motion made by **Daniel** and seconded by **Tyler** to approve the May 4, 2020 minutes. Motion carried 3/0.

**Financial Status:**

Balance in Promotion Fund as of May 31, 2020 =	\$ 44,031.91
Balance in Improvement Fund as of May 31, 2020 =	\$ 69,909.71
Balance in Promotion Fund Budget as of May 31, 2020 =	\$ 48,354.08
Balance in Improvement Fund Budget as of May 31, 2020 =	\$ 75,590.55
Petty Cash Fund as of May 31, 2020 =	\$ 48.34

At the current time, the collected funds are 2% up from the 2018-2019 fiscal year. That is down from the 5% increase we had the previous month.

**Old Business: Improvement Fund Grant Application**

McCook Art Guild

Second Floor HVAC and Restoration Amount Requested: \$ 8,000.00

With **Curtis** and **Dawna** being absent from the meeting, those present decided to table the application until such time they could be present. A Zoom meeting will be scheduled this week so that the Committee can make a determination.

June 4, 2020 3 p.m. Zoom Meeting:

Present: Daniel Stramel, Dan Ebers and Curtis Smith

Absent, but commenting: Tyler Loop and Dawna Bates

During discussion Curtis stated that he found the response from the Art Guild to the Visitors Committee's concerns compelling. Tyler and Dawna expressed similar opinions in texts and emails. Dan E. made the motion to approve the \$8,000.00 improvement grant request from the McCook Art Guild for the Second Floor HVAC and Restoration project. Curtis seconded the motion. The motion was passed 3/0 by those present and 2/0 with absentee votes, making the decision unanimous.

**Facility Rental Grant Application**

Fire N Cash Barrel Race

Date: August 15-16, 2020 Amount Requested: \$ 1,000.00

No response from Fire N Cash Barrel Race for the additional information to complete the application that was requested. The organization will be contacted and informed that they are no longer up for consideration at this time. They are however welcome to submit a new application for this event.

**Director's Report:** **Google Listings** – Carol has applied for, and received acceptance in, Google's DMO Partnership Program that will allow us to make direct contributions to photos and videos that show up when we are googled. She has also applied for acceptance in their My Business Provider program which will make it easier for local businesses to claim their businesses on Google. The more participation we

have in the area, the better we will look for those searching on Google for McCook.

**Grant Reimbursement** – Grant reimbursement in the amount of \$3750 has been received from the Nebraska Tourism Commission and has been deposited into the Promotion Fund. This was for the Southwest Nebraska Tourism Coalition grant.

**New Business:**

**Promotion Grant Application (None)  
Facility Rental Grant Application**

Battle in the Saddle

Date: June 26-28, 2020

Amount Requested: \$ 1,500.00

This is the second time that Battle in the Saddle has applied for a grant under this application. After discussion a motion was made by **Tyler** to approve the grant in the amount of \$1,500. The motion was seconded by **Dan E.** The motion passed 3/0. Along with the grant notification, they will be informed that this is the last time they are eligible for the facility rental grant but they do qualify to apply for the promotion grant.

**2020-2021 Budget** – A first draft of the 2020-2021 budget was distributed. While it is expected that lodging tax revenues will be down due to the current global influence of the pandemic, the budget to be submitted to the County Commissioners will be very similar to this year's. It is understood that the Committee cannot spend more than is in the budget but it also cannot spend more than is in the promotion and improvement funds. Careful monitoring of the funds will be done throughout the year so that we do not spend more than is available.

**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	56.70	
• 2-6030 Facebook	13.67	
• 2-6075 Drive By Clues Prizes	<u>54.94</u>	125.31
2-1751 HonorboundIT Service Plan		25.00
2-6000 May Wages		3,333.33
2-6030 Maly Marketing - Digital Campaign & Ad Spend		<u>1,900.00</u>
		\$ 5,383.64

A motion was made by **Tyler** to pay the claims as presented. The motion was seconded by **Dan E.** Motion carried 3/0.

Meeting was adjourned at 3:44 p.m.

Respectfully submitted  
Carol Schlegel  
Director