

RED WILLOW COUNTY VISITORS COMMITTEE

July 7, 2020

3:00 p.m.

Keystone Business Center Training Room

Minutes

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

Call to Order: **Tyler Loop** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:04 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 June 2, 2020 minutes. Motion carried 3/0.

Financial Status:

Balance in Promotion Fund as of June 30, 2020 =	\$ 47,271.27
Balance in Improvement Fund as of June 30, 2020 =	\$ 72,482.71
Balance in Promotion Fund Budget as of June 30, 2020 =	\$ 42,971.44
Balance in Improvement Fund Budget as of June 30, 2020 =	\$ 75,590.55
Petty Cash Fund as of June 30, 2020 =	\$ 48.34

Old Business:

Facility Rental Grant Followups

2020 Triangle Cross Winter Series Finale

Date: June 6-7, 2020

Amount Approved: \$ 1,500.00

Battle in the Saddle

Date: June 26-28, 2020

Amount Approved: \$ 1,500.00

Follow up reports were received from the Triangle Cross Winter Series and Battle in the Saddle barrel racing events. Both reports were complete so the reimbursement of the grants will be processed.

Declaration of Adequacy of Tourism Facilities

After discussion a motion was made by **Dawna** to determine that the visitors attractions are adequate and do not require improvement that will exceed the budgeted amount. The motion was seconded by **Dan E.** Motion carried 3/0.

A resolution will be presented to the County Commissioners that will allow for the transfer \$15,000.00 from the Improvement Fund each quarter in the months of July, October, January and April.

2020-2021 Budgets

Carol presented a budget for the Promotion Fund in the amount of \$161,000.00.

A motion was made by **Dawna** to approve the proposed Promotion Fund budget in the amount of \$161,000.00. **Dan E.** seconded the motion. The motion passed 3/0.

Also presented was a budget for the Improvement Fund in the amount of \$126,000.00. A motion was made by **Dan E.** to approve the proposed budget for the Improvement Fund in the amount of \$124,000.00. The motion was seconded by **Dawna.** Motion passed 3/0.

Director's Report: **Maly Marketing** – Carol talked with Steve Maly concerning our future plans and budget constraints in regards to going forward with a social media campaign. Steve indicated that he appreciated us staying with our agreement through some very difficult months when other clients were dropping theirs. We stopped the campaign on July 1 so there are no move charges pending. Maly Marketing presented us with our 2019/2020 Digital Campaign that we can use as a reference

point for future marketing. We will continue to work with Maly Marketing with the VisitMcCook.com and PrairieChickenDanceTours.com websites.

New Business: **Promotion Grant Application (None)**
 Facility Rental Grant Application (None)

Other Business from Committee:

Dawna let us know that the Norris Home will be opening and they will be celebrating Senator Norris's 159th birthday on Saturday, July 11 from 1-3:30 p.m.

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	<u>5.00</u>	61.70
2-1751 HonorboundIT Service Plan		25.00
2-1751 NETA Dues		300.00
2-6000 May Wages		3,333.33
2-6030 Bison Alumni Newsletter Ad		400.00
2-6040 MEDC – Rent/Utilities/Internet – 3 months		756.00
2-6070 Triangle Cross LLC – Deb Christy		1,500.00
2-6070 Battle in the Saddle		<u>1,500.00</u>
		\$ 7,876.03

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

Meeting was adjourned at 3:36 p.m.

Respectfully submitted
Carol Schlegel
Director