

# RED WILLOW COUNTY VISITORS COMMITTEE

September 1, 2020

3:00 p.m.

Keystone Business Center Training Room

## Minutes

- Presiding:** Daniel Stramel
- Present:** Daniel Stramel, Curtis Smith, Dan Ebers, and Carol Schlegel  
Cayla Richards was present by telephone
- Absent:** Tyler Loop and Dawna Bates
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:06 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 August 4, 2020 minutes. Motion carried 3/0.
- Financial Status:**
- |  |               |
|--|---------------|
| Balance in Promotion Fund as of August 31, 2020 =          | \$ 59,180.03  |
| Balance in Improvement Fund as of August 31, 2020 =        | \$ 67,395.32  |
| Balance in Promotion Fund Budget as of August 31, 2020 =   | \$ 147,996.14 |
| Balance in Improvement Fund Budget as of August 31, 2020 = | \$ 111,000.00 |
| Petty Cash Fund as of August 31, 2020 =                    | \$ 48.34      |
- Old Business:** **Facility Rental Grant Followups**  
2020 American Stock Dog Registry (ASDR) Sandhills Gathering (1<sup>st</sup> application)  
Date: August 28-30, 2020 Amount Approved: \$ 1,250.00  
A follow up report was received from Jessica Long for the event held last weekend. According to the report and Carol's observation, the dog show was a success. Jessica provided a very complete spreadsheet that included each contestant, how many were in their party, how many miles they travelled to get here, if they stayed in a hotel or camped and how many nights they stayed. Daniel dubbed her the "poster child" for the type of information we need from these reports. Modifications to the follow up report may be in the very near future.
- Director's Report:** **Visitors Committee/MEDC/Chamber Joint Meeting** – Daniel, Curtis and Carol attended a meeting on August 11, 2020 with MEDC representatives Andy Long, Dennis Berry and Jerry Calvin and Chamber representatives Dawson Brunswick and Trevor Taylor. This was the initial meeting to coordinate the efforts of the three organizations towards our common mission of making McCook more successful. Future meetings were scheduled to continue the dialog.  
**Birding Challenge** – Carol presented an idea for a Birding Challenge patterned off of an ad in Bird Watcher's Digest for the 2020 Baytown Birding Challenge [www.visitbaytown.com/birdingchallenge](http://www.visitbaytown.com/birdingchallenge). This is a new concept that Carol came across earlier in the day so she had very little information as far as costs but initial investigations look like this is something we should look into pursuing. Carol will provide more complete information at the October meeting.
- New Business:** **MEDC Contribution** – We have received an invoice for our annual investment contribution in the amount of \$1,000.00 for the MEDC. This is the same amount we have contributed previously. Motion was made by **Curtis** and seconded by **Dan E.** to pay the \$1,000.00 investment contribution. Motion carried 3/0.  
**Fairgrounds Video Project** – Andy Long has asked Carol if we had any video

of the Fairgrounds and Arena that could be used on the MEDC website. We do not have a video and in a follow up conversation with Jiles Bowman, Fair Board Manager, neither do they. The consensus of the discussion is that it is something we should pursue because of the widespread application of that type of video. Carol stated that what she has in mind is drone footage of the Fairgrounds both when it is empty and also when it has activities to show the potential use. Still photography would also be utilized to show events that have been held there in the past. Discussion was held on the possibility of working with the high school produce the video. Curtis provided a contact at the high school, Bill Ramsay, and Carol will follow up with him. Carol will provide more information at the October meeting.

**ABA Marketing Opportunity** – The Nebraska Travel Association (NETA) is compiling Group Tour booklet that will be distributed to American Bus Association (ABA) members that plan motor coach tours. Each community or attraction that participates would provide a “profile sheet”, an 8 ½ x 11 double sided page that outlines what they have to offer to motor coaches. The cost to participate would be \$550. After discussion it was decided not to pursue this at this time but to lay the ground work with our local hotels, restaurants and attractions to make sure it was something they are interested in.

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

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

Claim Summary – Promotion Fund 0990 879

Visa Bill

• 2-6040 USPS Box Rental	92.00	
• 2-1751 Dropbox Subscription	119.88	
• 2-1751 Adobe	<u>56.70</u>	268.58
2-1751 HonorboundIT Service Plan		25.00
2-6000 August Wages		3,333.33
Maly Marketing		
• 2-6030 VisitMcCook.com Maintenance	270.00	
• 2-6030 SouthwestNebraska.com Maintenance	<u>300.00</u>	570.00
2-6070 2020 ASDR Sandhills Gathering		<u>1,250.00</u>
		\$ 5,446.91

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

**Other Business from Committee:** Discussion was held concerning the need to develop a list of people and/or places to refer inquiries to for hunting opportunities. Curtis and Cayla both provided names and numbers that Carol will pass on to a man from Florida that is interested in coming here for pheasant and quail hunting.

Meeting was adjourned at 4:06 p.m.

Respectfully submitted  
 Carol Schlegel  
 Director