

RED WILLOW COUNTY VISITORS COMMITTEE

November 3, 2020

3:00 p.m.

Keystone Business Center Training Room

Minutes

- Presiding:** Daniel Stramel
Present: Daniel Stramel, Tyler Loop, Curtis Smith, Dan Ebers and Carol Schlegel
Absent: Dawna Bates
- Call to Order:** **Daniel Stramel** 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 **Curtis** and seconded by **Tyler** to approve the October 6, 2020 minutes. Motion carried 4/0.
- Financial Status:**
- | | |
|---|---------------|
| Balance in Promotion Fund as of October 31, 2020 = | \$ 74,032.90 |
| Balance in Improvement Fund as of October 31, 2020 = | \$ 65,665.20 |
| Balance in Promotion Fund Budget as of October 31, 2020 = | \$ 134,579.12 |
| Balance in Improvement Fund Budget as of October 31, 2020 = | \$ 96,000.00 |
| Petty Cash Fund as of September 30, 2020 = | \$ 48.34 |
- Old Business:** **Birding Challenge** – Carol is continuing to work on the Birding Challenge. She has contacted Maly Marketing about adding a page to the website.
- Director’s Report:** **2020-2021 Nebraska Tourism Marketing Grant** – Deadline for the 2020-2021 Nebraska Tourism Marketing Grant is December 11. Carol suggested applying for two of the directed marketing programs which would include the 2022 Nebraska Travel Guide and Banner Ads. After a brief brain storming session, it was decided to pursue grant funding for drone photography over a year’s time to establish a video/photography library that can be used in the future.
2021 Nebraska Passport Program Application – Applications are now being accepted for the 2021 passport program. Committee members were asked to notify Carol of any businesses that should be contacted to submit an application.
- New Business:** **Omaha International Boat, Sports and Travel Show – February 25-28, 2021** – With the uncertainty of events being held, Carol contacted the show promoter and found out that if we sign up for the show, if it is cancelled, we will receive 90% of our registration fee back with the other 10% being applied to our booth rental in 2022. Steve Lytle is still planning on being our representative at the show. After discussion a motion was made by **Curtis** and seconded by **Dan E.** to participating the 2021 show with the booth rental being \$750. Motion carried 4/0.
Vision McCook – The Visitors Committee contributed to financially to the Vision McCook effort in 2009 and 2010. The current balance in the Vision McCook account is \$215.13 being from us. The MEDC has received a \$3,000 grant from Parker to upgrade McCook’s digital presence. The MEDC is seeking our permission to use these funds towards our digital promotion efforts. After discussion a motion was made by **Curtis** and seconded by **Dan E.** to give permission. Motion carried 4/0.
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

• 2-1751 Adobe Subscription	56.70
2-1751 HonorboundIT Service Plan	25.00
2-6000 October Wages	<u>3,333.33</u>
	\$ 3,415.03

A motion was made by **Tyler** to pay the claims as presented. The motion was seconded by **Dan E.** Motion carried 4/0.

Other Business from Committee:

Meeting was adjourned at 3:29 p.m.

Respectfully submitted
Carol Schlegel
Director