

## RED WILLOW COUNTY VISITORS COMMITTEE

April 6, 2021

3:00 p.m.

Keystone Business Center Training Room

### Minutes

- Presiding:** Daniel Stramel
- Present:** Daniel Stramel, Tyler Loop, Curtis Smith, Cayla Richards by conference call and Carol Schlegel
- Absent:** Dan Ebers and Dawna Bates
- Guests:** None
- 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 **Tyler** and seconded by **Curtis** to approve the March 2, 2021 minutes. Motion carried 3/0.
- Financial Status:**
- |   |               |
|---|---------------|
| Balance in Promotion Fund as of March 31, 2021 =          | \$ 87,627.66  |
| Balance in Improvement Fund as of March 31, 2021 =        | \$ 75,726.08  |
| Balance in Promotion Fund Budget as of March 31, 2021 =   | \$ 108,112.97 |
| Balance in Improvement Fund Budget as of March 31, 2021 = | \$ 81,000.00  |
| Petty Cash Fund as of March 31, 2021 =                    | \$ 67.54      |
- Old Business:**
- Kiplinger Foundation Grant Agreement – Carol** has received the agreement from the Tom and Alice Kiplinger Foundation signed by President, Deb Christy.
- Mid-Plains Community College Rodeo Sponsorship –** We have not received a sponsorship request from the Rodeo team although the Visitors Committee did pre-approve the expenditure. Suggestions were made to contact Sherry Stang, a member of the Booster Club, to see if she can facilitate our sponsorship.
- Nebraska Junior Match Play Championship – June 22-25, 2021 – Carol** talked with **Ben Vigil** with the Nebraska Golf Association and told him that we would provide Goody Bags in the form of the insulated lunch bag, bottled water, granola bar, coupons from local businesses and brochures. He indicated that if there was a financial sponsorship we could provide, it would be appreciated. Motion was made by **Tyler** and seconded by **Curtis** to approve a sponsorship of \$1000.00 for this event, to be used how the NGA feels is appropriate. Motion carried 3/0.
- Facility Rent Grant Follow Up**
- 2021 Triangle Cross Winter Series Finale (2<sup>nd</sup> application)  
Date: March 27-28, 2021 Amount Requested: \$ 1,500.00
- Follow up report was received and fulfills the requirements of the grant agreement.
- Director's Report:**
- Birding Challenge –** Brochure is available for the Birding Challenge and will be available at Keystone and distributed at the NETA Brochure Swap in May. No entry forms have been returned as of this date.
- Prairie Chicken Dance Tours - 2021 –** The tours have been successful this season with participation from 17 states thus far this year. There is a waiting list for the tours but it is unlikely they will be able to be accommodated this year and will be notified when reservations will be accepted for next year. **Carol** is in negotiations with groups for 2022 dates already. There are two more tour dates for the 2021 season. **Daniel** congratulated **Carol** on her success.

**Kansas Nebraska Heritage Area Partnership – Carol** attended the County Commissioners meeting in response to information provided in opposition to the establishment of a National Heritage Area to present the view point of those working towards this designation. **Carol** has been serving on the Board of Directors of KNHAP and, through her due diligence of the program, does not feel that it would be a detrimental influence on private property rights which is the primary concern of the opposition. The Commissioners thanked her for her input.

**Drone Footage Project Dates – June 4-6, 2021** – Carol has made arrangements with Creative Olson to come the weekend of June 4-6, 2021 to do the photography described in our grant application that was awarded by the Nebraska Tourism Commission. These dates coincide with the Pro Am and a reining horse competition at the Kiplinger Arena. Carol has contacted all parties involved and received their agreement in having the photographers at their events.

**Southwest Nebraska Playbook** – This is a situation where **Carol** is asking for forgiveness rather than permission. She authorized a ½ page ad in the 2021 Southwest Nebraska Playbook in the amount of \$350. The ad will be promoting the Birding Challenge. **Carol** distributed a copy of the ad.

#### **New Business:**

##### **Event Sponsorship**

- Southwest Nebraska High School Rodeo

Date: April 23-25, 2021

Amount Requested: \$ 1,500.00

A sponsorship request was submitted by Brad Riemenschneider for the 2021 rodeo. Motion was made by Curtis and seconded by Tyler to sponsor the 2021 Southwest Nebraska High School Rodeo in the amount of \$1,500. Motion carried 3/0.

##### **Facility Rental Grant Application**

- 2021 Heartland Exotic Auction

Date: April 18, 2021

Amount Requested: \$ 1,500.00

After discussion, a motion was made by **Tyler** and seconded by **Curtis** to approve the requested grant for the amount of the arena as is on the contract with the Fairgrounds. **Carol** will secure the contract and inform **Justin Hamilton** of the Committee's decision. Motion carried 3/0.

**2021 USA Today Midwest Travel Guide** – **Carol** presented information concerning advertising in the USA Today Midwest Travel Guide. The Travel Guide will be available in a digital form with generates 130 million impressions daily with 10 million travelers throughout the Midwest states of Michigan, Missouri, Ohio, Nebraska, Illinois, Kansas, Minnesota, Indiana, Iowa, North Dakota and South Dakota receiving an email with a copy of the digital edition. 100,000 print copies will also be distributed throughout the Midwest. Based on the distribution and other participation from Nebraska communities, **Carol** recommends that we purchase a ¼ page ad with the cost of \$1,500.00. The Birding Challenge would be promoted. **Curtis** made the motion to accept **Carol's** recommendation. **Tyler** seconded the motion. Motion carried 3/0.

#### **Other Business from Committee:**

**Tyler** requested current Activity Guides and Birding Challenge brochures to distribute at the golf course.

**Daniel** presented progress photos provided by John Clesson on the renovations at the Art Guild. John has asked that members of the Committee stop by to see the progress first hand. The suggestion was made to hold our May 4, 2021 meeting at the Art Guild. **Carol** will contact John to make those arrangements.

**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
2-1751 Byway 136 Heritage Highway Dues	100.00
2-6000 March Wages	3,333.33
2-6030 Flagship Publishing – 2021 Nebraska Traveler	1,500.00
2-6040 MEDC – Rent, Utilities, Internet – Jan-Mar	831.00
2-6070 Triangle Cross Winter Series Finale	1,500.00
3-0101 Eakes Office Solution – Paper	<u>24.38</u>
	\$ 7,370.41

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

Meeting was adjourned at 3:54 p.m.

Respectfully submitted  
Carol Schlegel  
Director