

RED WILLOW COUNTY VISITORS COMMITTEE

June 8, 2021

3:00 p.m.

Keystone Business Center Training Room

Minutes

Presiding: Daniel Stramel
Present: Daniel Stramel, Curtis Smith, Tyler Loop (via phone) and Carol Schlegel
Absent: Dawna Bates and Dan Ebers (emergency at hotel)
Guests:

Call to Order: **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:16 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 May 4, 2021 minutes. Motion carried 3/0.

Financial Status:

Balance in Promotion Fund as of May 31, 2021 =	\$ 93,271.96
Balance in Improvement Fund as of May 31, 2021 =	\$ 68,714.19
Balance in Promotion Fund Budget as of May 31, 2021 =	\$ 90,769.15
Balance in Improvement Fund Budget as of May 31, 2021 =	\$ 66,000.00
Petty Cash Fund as of May 31, 2021 =	\$ 67.54

Old Business: **Nebraska Junior Match Play Championship – June 22-25, 2021 – Tyler** and **Carol** met with **Ben Vigil** with the Nebraska Golf Association to work out the details for the tournament. Along with our \$1,000 cash sponsorship, we will be providing the insulated lunch bags with bottled water, Prairie Harvest granola bars, banana, Clementine oranges and Sehnert's free donut cards.

Promotion Grant Application

- 2021 Battle in the Saddle

Date: June 25-27, 2021

Amount Requested: \$ 500.00

Carol contacted **Dixie Kuehl**, producer of the event, with a request for additional information that was discussed in May. **Dixie** responded to the email that she would provide the information but it was not received prior to the June meeting. The promotion grant application will not be considered due to lack of information and there not being another Visitors Committee meeting prior to the event.

Promotion Grant Follow Up

- Heartland Exotic Auction

Date: April 18, 2021

Amount Requested: \$ 1,400.00
(based on arena contract)

Justin Hamilton turned in the grant follow up information. In reviewing it, **Carol** realized that there was no documentation that he had paid for the Arena. A phone call to **Jiles Bowman**, Fair Manager, confirmed that they had not been paid. **Carol** contacted Justin by email that this was a reimbursement grant and that he had not provided proof of payment. As of the time of the meeting she had not heard back from him. **Carol's** suggestion was to issue the check directly to the Fair Board, so as not to delay their payment any longer, and to notify **Justin** that in order to qualify for the grant in the future he would have to meet all requirements, including deadlines and meeting his financial obligations prior to being reimbursed. A motion was made by **Curtis** to pay the Fair Board \$1,400.00 directly and to notify **Justin** that he would be expected to completely

follow the grant guidelines in the future to be eligible. **Tyler** seconded the motion. Motion carried 3/0.

Director's Report:

Drone Report – Hunter and Nate from Creative Olsen were in McCook over the Pro-Am weekend to take drone footage. Unfortunately the event at the Kiplinger Arena was cancelled but they were still to photograph the facility. We should receive the footage within the next week.

2021-2022 Preliminary Budget – Carol provided a preliminary budget that will be further tweaked as the final collections and expenses come in during the next month. The scaled back marketing over the past year has resulted in a larger than normal carry over, especially in the Promotion budget. It is **Carol's** recommendation that we do not request the transfer of funds from the Improvement Fund to the Promotion Fund during the next fiscal year as we have in the past two years. **Carol** will present a budget for approval at the July meeting.

New Business:

Birding Challenge 2022 – Carol stated that she has made the Birding Challenge the emphasis of the ads that are currently running, showcasing an activity that is available to travelers' year around. There have been requests for entry forms but none have been turned in as of yet. Ad materials for the 2022 Nebraska Travel Guide are due at the end of June. Based on that deadline, **Carol** received a bid from Maly Marketing to produce a logo that can be used on a patch for the 2022 challenge. The bid was for \$640, which **Carol** thought was higher than anticipated. After discussion, **Carol** will look for a more economical method of producing the patch for the 2022 challenge.

Red Willow County Fair Sponsorship – After discussion a motion was made by **Curtis** and seconded by **Tyler** to sponsor the Red Willow County Fair at the Gold level of \$750. Included in this sponsorship is the following:

- 4 Concert Tickets (to be used in a Facebook promotion as prizes)
- \$100.00 worth of Carnival Ride tickets (to be used in a Facebook promotion as prizes)
- 1 Exhibit Booth Space (will not use unless it is a cooperative effort with the Chamber and MEDC)
- Banner Displayed on Entrance Fence
- Be in all of the Fair advertising

Motion carried 3/0.

Other Business from Committee:

Possible Improvement Fund grant applications were discussed. Curtis is working with a group on a possible shooting facility. Carol has been approached by Andy Long concerning an application for the Norris Alley. Discussion was held on the viability of the Alice Arena Addition. Carol will contact Jiles to get an update on the status of the project.

Approval of Claim:

The following claims were submitted for payment.

Claim Summary – Promotion Fund 0990 879

Visa Bill

• 2-0100 UPS – Playbooks to CBD	33.11	
• 2-0100 USPS – Brochures to Oakley, KS	12.40	
• 2-1751 Adobe Subscription	56.70	
• 2-1700 Travel Expenses to Brochure Swap	<u>251.70</u>	353.91
2-1751 HonorboundIT Service Plan		25.00
2-1751 NETA Dues 2021-2022		300.00
2-6000 May Wages		3,333.33
2-6030 McCook Gazette – SW NE Playbook		350.00

2-6030 Power Play – USA Today	1,500.00
2-6070 Heartland Exotic Animal Auction	1,400.00
2-6070 Red Willow County Fair Sponsorship	<u>750.00</u>
	\$ 8,012.24

A motion was made by **Curtis** to pay the claims as presented with the addition of the Fair Sponsorship. The motion was seconded by **Tyler**. Motion carried 3/0. (Note: The Heartland Exotic Animal Auction expenditure was approved earlier in the meeting but not represented in the summary. The invoice was included for payment and is listed in the claim summary in the minutes.)

Meeting was adjourned at 3:45 p.m.

Respectfully submitted
Carol Schlegel
Director