

RED WILLOW COUNTY VISITORS COMMITTEE

September 7, 2021

3:00 p.m.

Keystone Business Center Training Room

Minutes

- Presiding:** Daniel Stramel
Present: Daniel Stramel, Tyler Loop, Curtis Smith, Dawna Bates, Dan Ebers and Carol Schlegel
Absent:
Guests:
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:00 p.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Dan E.** and seconded by **Tyler** to approve the August 3, 2021 minutes. Motion carried 5/0.
- Financial Status:**
- | | |
|--|---------------|
| Balance in Promotion Fund as of August 31, 2021 = | \$ 91,799.31 |
| Balance in Improvement Fund as of August 31, 2021 = | \$ 82,833.20 |
| Balance in Promotion Fund Budget as of August 31, 2021 = | \$ 146,489.56 |
| Balance in Improvement Fund Budget as of August 31, 2021 = | \$ 129,250.00 |
| Petty Cash Fund as of August 31, 2021 = | \$ 67.54 |
- Old Business:** **Art Guild Update** - Photos were provided by John Clesson on the progress of the Art Guild HVAC project.
- Director's Report:** **MEDC/Chamber/Tourism Meeting** – During the last joint meeting, discussion was held on installing video kiosks around town in locations where visitors could receive information on events going on in town. Brandi was to ask Trevor Taylor for recommendations on the electronics needed to accomplish this. Another meeting has been scheduled for September 14 at 2 p.m. at the Keystone to discuss this option. Daniel and Curtis have attended these meetings in the past.
- New Business:** **Facility Rental Grant Application**
- Triangle Cross Classic (2nd application)
Date: August 27-29, 2021 Amount Requested: \$ 1,500.00
This request should have been on the April agenda but Carol confused it with the Battle in the Saddle application that had also inquired about seeking both the Facility Rental and Promotion grants. Carol requested that the Committee review it as if the event had not already been held because it was her error that created this situation. Motion was made by **Curtis** and seconded by **Tyler** to approve the grant application in the amount of \$1,500.00. Motion carried 5/0.
- Promotion Grant Application**
- NCF Annual Fund Training/Annual Banquet/Night on the Bricks
Date: November 17-18, 2021 Amount Requested: \$ 1,410.00
After the reviewing the application, a motion was made by **Curtis** and seconded by **Dawna** to approve the grant request in the amount of \$1,410.00. Motion carried 5/0.
- Social Media Marketing** – Carol proposed to the Visitors Committee that she develop and execute social media marketing for events whether or not they apply

for a grant or not. The Committee members agreed so the marketing will commence this month.

October Meeting Date – Carol will be at the MPMA Conference in Sioux Falls, SD on October 5, the normal meeting date so she requested that the date be changed. The Committee agreed to meet on Monday, October 4 at 3 p.m. in the Keystone 3rd floor Training Room. A Zoom meeting will also be set up for those unable to attend in person.

Other Business from the Committee

Jessica Bortner with Community Hospital Foundation inquired immediately prior To the meeting about the possibility of a Promotion Grant for the Concert for Healthcare featuring Phil Vassar & His Piano Bar Tour scheduled for October 23. Carol asked if the Committee would consider the application between meetings with an email vote should Jessica choose to pursue it. The Committee said they would. Carol will notify Jessica.

Tyler asked about the footage that was received from the drone project. Carol will send him the link so that he can view, and utilize it.

Approval of Claims: The following claims were submitted for payment.

Claim Summary – Promotion Fund 0990 879

Visa Bill

• 2-6040 USPS Box Rental	92.00	
• 2-0100 Brochure Shipping – Melia Hill	11.50	
• 2-6030 Facebook – Red Willow County Fair	14.00	
• 2-0100 Brochure Shipping – Lincoln	9.90	
• 2-1751 Dropbox Subscription	119.88	
• 2-1751 Adobe Subscription	<u>56.70</u>	303.98
2-1012 Gary’s Inc. – Vinyl Banners		235.00
2-1751 HonorboundIT Service Plan		25.00
2-6000 June Wages		<u>3,333.33</u>
		\$ 3,897.31

A motion was made by **Tyler** to pay the claims as presented. The motion was seconded by **Dan E.** Motion carried 5/0

Meeting was adjourned at 3:31 p.m.

Respectfully submitted
Carol Schlegel
Director