

RED WILLOW COUNTY VISITORS COMMITTEE

October 5, 2021

3:00 p.m.

Keystone Business Center Training Room

Minutes

- Presiding:** Daniel Stramel
Present: Daniel Stramel, Tyler Loop, Curtis Smith, Dawna Bates and Dan Ebers
Absent: Carol Schlegel
Guests: Angela Allen
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:14 p.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Dan E.** and seconded by **Dawna** to approve the September 7, 2021 minutes. Motion carried 5/0.
- Financial Status:**
- | | |
|---|---------------|
| Balance in Promotion Fund as of September 30, 2021 = | \$ 95,995.00 |
| Balance in Improvement Fund as of September 30, 2021 = | \$ 90,926.20 |
| Balance in Promotion Fund Budget as of September 30, 2021 = | \$ 142,592.25 |
| Balance in Improvement Fund Budget as of Sept. 30, 2021 = | \$ 129,250.00 |
| Petty Cash Fund as of September, 2021 = | \$ 67.54 |
- Old Business:**
- Facility Rental Grant Follow-up**
- Triangle Cross Classic (2nd application)
Date: August 27-29, 2021 Amount Approved: \$ 1,500.00
- The completed follow-up report was presented so that the payment can be processed.
- Cultivate Rural Leaders Symposium** – Rescheduled from last year due to COVID and is now going to be held on November 19th.
- MEDC/Chamber/Tourism Meeting** - Curtis updated the committee on the last MEDC/Chamber/Tourism Meeting. He mainly talked about a potential joint venture to promote McCook to the Fairground event attendees. Using QR Codes and the chamber calendar to find out what events are going on around town. He did share a flier that Giles hands out now to fairground attendees. It was the consensus of the committee to have Carol update this flier as she is really good at it. (Other things they said was to include where they can park a large vehicle downtown and having it be a trifold)
- Director's Report:**
- Social Media Marketing** – Antique Appraisal Fair and 50th Reunion Timberline Concert – These are the two events that we marketed last month at a total cost of \$40. It was the consensus of the Committee that they done need a Facebook report that Carol had offered to provide.
- Community Hospital Foundation Grant Application** – Daniel reported that the Foundation decided not to apply this year due to the lack of time to prepare the application.
- Brochure Revisions** – Daniel reported that the brochure is up for revision and that Carol believes she has enough to last through the winter. The plan is to have a new piece for the Brochure Swap next spring.
- New Business:**
- 2022 Nebraska Traveler – 1/3 page at \$1,600**
After discussion, Curtis made the motion and Dawna seconded to approve the 1/3 page ad in the Nebraska Traveler to promote the birding challenge for \$1,600. Motion carried with all in favor.

McCook Economic Development Corporation Contribution - \$1,000

Curtis/Tyler approved a contribution in the amount of \$1,000 to MEDC. (They did discuss a possible increase but felt that there would be a joint fairground promotion effort they would contribute to.) Motion carried with all in favor.

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

Claim Summary – Promotion Fund 0990 879

Visa Bill

• 2-6030 GoDaddy – nebraskaspringbirding.com	251.76	
• 2-6030 GoDaddy – nebraskaspringbirding.com	95.85	
• 2-1751 Adobe Subscription	56.70	
• 2-6030 GoDaddy – prairiechickendancetours.com	<u>215.76</u>	620.07
2-1751 HonorboundIT Service Plan		25.00

Maly Marketing

• 2-6030 VisitMcCook.com Hosting/Maintenance	270.00	
• 2-6030 SouthwestNebraska.com Hosting/Maintenance	<u>300.00</u>	570.00
2-6000 September Wages		3,333.33
2-6070 Triangle Cross LLC		<u>1,500.00</u>
		\$ 6,448.40

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

Meeting was adjourned at 3:46 p.m.

Respectfully submitted by
Angela Allen acting as Recording Secretary in Carol's absence