

RED WILLOW COUNTY VISITORS COMMITTEE

December 7, 2021

3:00 p.m.

Keystone Business Center Board Room

Minutes

Presiding: Daniel Stramel
Present: Daniel Stramel, Tyler Loop, Curtis Smith, Dan Ebers and Carol Schlegel
Absent: Dawna Bates
Guests:

Call to Order: **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:02 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 November 2, 2021 minutes. Motion carried 4/0.

Financial Status:

Balance in Promotion Fund as of November 30, 2021 =	\$ 98,066.51
Balance in Improvement Fund as of November 30, 2021 =	\$ 104,823.84
Balance in Promotion Fund Budget as of November 30, 2021 =	\$ 130,766.10
Balance in Improvement Fund Budget as of Nov 30, 2021 =	\$ 129,250.00
Petty Cash Fund as of November 30, 2021 =	\$ 67.54

Old Business: **MEDC/Chamber/Tourism Possible Shared Employee** – **Carol** reported that both the MEDC and Chamber have approved the shared employee position so we will be proceeding with the hiring process.

Improvement Grant Application

- **McCook Art Guild**
Second Floor HCAC and Restoration Amount Approved: \$ 8,000.00
Increase Amount Requested to: \$ 10,000.00

Due to the increase in costs, the McCook Art Guild is requesting a \$2,000.00 increase in their grant request to cover the overages. After discussion, a motion was made by **Curtis** and seconded by **Tyler** to approve \$10,000.00 total for this grant request. Motion carried 4/0.

Director's Report: **NCF Night on the Bricks / Annual Celebration – Cultivate Rural Leader Symposium** – **Carol** reported that the Night on the Bricks was a success based on the feedback from the participants. The evening activity also served its purpose in holding people over another night to attend the Symposium scheduled for the next day. The grant follow ups for both of these events have not been received so it will be interesting to get the actual numbers.

Nebraska Passport Program – **Carol** was contacted by the Nebraska Tourism Commission because there was a lack of applications submitted from this area. She contacted several businesses including Loop Brewing Company, Sew Blessed, Knowlen & Yates, Sehnert's, Keystone Floral, Joltin' Jo's and Farkelberry's (Hayes Center) and the majority of them submitted applications. Applicants will be notified in February with the official passport stops being announced in March.

2021 Birding Challenge – **Carol** reported that up until this week there was very little response to the challenge. However that has changed with the deadline coming up at the end of the year.

New Business: **Nebraska Life / Colorado Life Ads** - Discussion was held concerning making a commitment for six (6) ad insertions to be split between the Nebraska and

Colorado Life publications. The ads will be 1/3 page in size. Motion was made by **Tyler** and seconded by **Dan E.** to make a commitment for 6 1/3 page ads over the next year. Three (3) in Nebraska Life and three (3) in Colorado Life. Motion carried 4/0.

TravelStorys.com Walking Tour – Mobile and Web-based Audio Tour –

Carol presented information concerning TravelStorys.com which has the potential to take the Heritage Square Walking Tour to the next, digital level. This is a project that has been discussed by several groups, including the McCook Community Foundation and Norris Institute, but until recently, the technological component has been missing. Sidney, Nebraska is using TravelStorys.com and is very happy with the tour and response they have received to it. Carol is planning on basing a grant application to Nebraska Tourism Commission on this project. Application is due December 10, 2021 with the announcement being made on February 1, 2022.

Expiring Committee Terms – Committee members with terms expiring on December 31, 2021 are **Daniel Stramel, Tyler Loop** and **Dawna Bates**. **Daniel** and **Tyler** have agreed to serve another four year term. **Dawna**, due to retiring from being the site manager at the Norris Home, is choosing not to serve another term.

Committee Vacancy – With the vacancy, **Carol** asked for recommendations of people to contact. Tyler suggested **Andrew Ambriz**, Sehnert’s Bakery. **Carol** will contact **Andrew**.

Director Contract Review and Bonus Recommendation – After discussion a motion was made by **Curtis** and seconded by **Tyler** to recommend to the County Commissioners to approve Carol’s annual bonus of \$4,000.00 and to renew her contract for 2022 with a 5% increase in the base compensation. Motion carried 4/0.

Other Business from the Committee: Comments were made about touring the art displays on the 6th floor of the Keystone. Carol will made arrangements for the tour.

Due to travel schedule, Daniel may not be available for the meeting on January 4, 2022.

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

Claim Summary – Promotion Fund 0990 879

Visa Bill

• 2-0100 USPS	3.16
• 2-1751 Adobe Subscription	56.70
• 2-6030 Facebook	30.77
• 2-6040 Knowlen & Yates (WIFE Welcome Bag Treat)	<u>15.00</u> 105.63
2-1751 HonorboundIT Service Plan	25.00
2-6040 HonorboundIT – Laptop Battery	107.00
2-6000 November Wages	<u>3,333.33</u>
	\$ 3,570.96

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

Meeting was adjourned at 3:55 p.m.

Respectfully submitted by
Carol Schlegel