

**RED WILLOW COUNTY VISITORS COMMITTEE**

**February 1, 2022**

**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:**  
**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 **Curtis** and seconded by **Tyler** to approve the December 7, 2021 minutes. Motion carried 4/0. Motion was made by **Dan E.** and seconded by **Curtis** to approve the January 4, 2022 minutes. Motion carried 4/0.

**Financial Status:**

Balance in Promotion Fund as of January 31, 2022 =	\$ 90,013.80
Balance in Improvement Fund as of January 31, 2022 =	\$ 118,277.98
Balance in Promotion Fund Budget as of January 31, 2022 =	\$ 111,464.17
Balance in Improvement Fund Budget as of January 31, 2022 =	\$ 129,250.00
Petty Cash Fund as of January 31, 2022 =	\$ 67.54

**Old Business:** **MEDC/Chamber/Tourism Possible Shared Employee** – **Carol** reported that even though the directors of both the MEDC and Chamber have resigned that this position is going forward. **Kyle Kinne** will be filling the position and **Carol** will be meeting with him this week to discuss her expectations.

**Committee Member Vacancy** – Based on the recommendation of the Committee, **Carol** has contacted **Andrew Ambriz**, owner of Sehnert's Bakery, about serving on the Visitors Committee. He is considering it and will know prior to next month's meeting if we need to look further.

**Promotion Grant Follow-up**

- Cultivate Rural Leaders Symposium (postponed due to COVID-19)  
Date: November 19, 2021 (rescheduled) Amount Approved: \$ 1,000.00  
Discussion was held concerning the difference in the original expenditures for promotion and what actually occurred. Due to the extraordinary circumstances of the effects of COVID changing, the Committee decided to fund the entire amount. Motion was made by **Tyler** and seconded by **Curtis** to process \$1,000.00 for the Cultivate Rural Leaders Symposium. Motion carried 4/0.

**Improvement Grant Follow-up**

- Norris Institute Amount Approved: \$ 10,000.00  
Norris Alley Project  
The follow-up report was reviewed by the Committee.

**Director's Report:** **2021 Birding Challenge / 2022 Birding Challenge** – **Carol** reported that there were seven (7) entries turned in for the 2021 Birding Challenge. While the numbers are not that impressive, requests have already been made for this year's challenge. A new commemorative patch is being produced featuring the Meadowlark. The entry form and information is available on [www.visitmccook.com](http://www.visitmccook.com).

**TravelStorys.com Walking Tour – Mobile and Web-based Audio Tour – NTC Grant Application** – Carol reported that notification has been received from the Nebraska Tourism Commission on our grant application. The funding we received is for the 2023 Nebraska Travel Guide and Social Media Blitz in the amount of \$7,000.00. This does not cover the walking tour that was also included in the application. The question that Carol posed to the Committee is if we should pursue the walking tour in cooperation with the Norris Institute. The issue was tabled until more information could be gathered including Sidney’s experience with the program (number of hits, feedback, and cost per user), break points for the number of sites (quote was for 20) and what the Norris Institute’s interest is in the project.

**Prairie Chicken Dance Tours** – Reservations opened this morning and two dates are already sold out. Things are progressing as Carol had anticipated.

**New Business:** **Election of Officers** – Motion was made by Dan E. and seconded by Curtis for Daniel to remain as Chairman and Tyler to remain as Vice Chairman. Motion carried 4/0.

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

Claim Summary – Promotion Fund 0990 879

Visa Bill

• 2-1012 istockphoto.com	12.00	
• 2-1012 The Studio – Patches	186.50	
• 2-1751 Adobe Subscription	<u>56.70</u>	255.20
2-1751 HonorboundIT Service Plan		25.00
2-6070 Cultivate Rural Leaders Symposium Promotion Grant		1,000.00
2-6000 January Wages		<u>3,500.00</u>
		\$ 4,780.20

A motion was made by Curtis to pay the claims as presented and to include any bills that come in prior to February 9. The motion was seconded by Tyler. Motion carried 4/0

Claim Summary – Improvement Fund 0995 879

2-6070 Norris Institute – Norris Alley Project \$10,000.00

A motion was made by Curtis to pay the claim as presented. The motion was seconded by Tyler. Motion carried 4/0

Meeting was adjourned at 3:55 p.m.

Respectfully submitted by  
Carol Schlegel