

RED WILLOW COUNTY VISITORS COMMITTEE

March 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:** MPCC Rodeo Team Coach: Wyatt Clark, MPCC Rodeo Team Members: Andrea Meyer, Jacob Haren and Dalton Kunkee
- 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.
- New Business:** **MPCC Fundraiser Rodeo Sponsorship** – **Daniel** suspended the agenda to hear a presentation from **Wyatt Clark, Andrea Meyer, Jacob Haren** and **Dalton Kunkee** concerning a sponsorship for the upcoming rodeo to be held on March 11 & 13, 2022. After the presentation and discussion, **Curtis** made a motion to approve the sponsorship in the amount of \$1,250.00. **Dan E.** seconded the motion. Motion carried 4/0
- Agenda was resumed.
- Minutes:** There was a motion made by **Curtis** and seconded by **Dan E.** to approve the February 2, 2022 minutes. Motion carried 4/0.
- Financial Status:**
- | | |
|--|---------------|
| Balance in Promotion Fund as of February 28, 2022 = | \$ 92,265.37 |
| Balance in Improvement Fund as of February 28, 2022 = | \$ 115,309.75 |
| Balance in Promotion Fund Budget as of February 28, 2022 = | \$ 106,683.97 |
| Balance in Improvement Fund Budget as of February 28, 2022 = | \$ 119,250.00 |
| Petty Cash Fund as of February 28, 2022 = | \$ 67.54 |
- Old Business:** **TravelStorys.com Walking Tour – Mobile and Web-based Audio Tour** – **Carol** reported that according to the representative from TravelStorys.com that the shared app has 8000 users per month with over 200 tours in 41 states and that they provide a marketing package to launch to tour. **Carol** has had discussions with Ronda Graff representing MCFE concerning the possibility of a collaborative effort with Heritage Square. She will continue to pursue partners for the cost of the tour.
- Improvement Grant Pledge Update**
- Kiplinger Foundation Amount Approved: \$ 60,000.00
Addition to Alice Arena
- Carol** talked with **Deb Christy**, president of the **Kiplinger Foundation**, concerning the grant pledge that had previously been approved for an addition to the Alice Arena. **Deb** reported that the **Foundation** is unsure of how it will proceed with the project and if they do it may look differently than the original project. **Carol** assured her that the **Visitors Committee** is still interested in working with the **Foundation** but if there are significant changes to the project that a new grant application would have to be submitted. At this point they are not proceeding with the original project and will submit a new application when they have developed their new plan.

Director's Report: **2022 Birding Challenge** – Carol reported that the new patches have arrived and some of our marketing, both in state and out of state, will be devoted to the its promotion.
Prairie Chicken Dance Tours – Tours are filling up. Carol confirmed with Daniel that he could still drive for a group tour on March 26. The first group is scheduled for March 8.

New Business: **2022 Southwest Nebraska Playbook Partnership** – Last year the Visitors Committee purchased a ½ page ad in the amount of \$350 and the High Plain Historical Society had a ¼ page ad at the cost of \$200. We have been offered a full page in the amount of \$550 which we will use ½ at a cost of \$300, the Historical Society will have ¼ at a cost of \$125 and the MEDC will have the other ¼ at a cost of \$125. Dan E. made the motion to approve the partnership with Tyler seconding the motion. Motion carried 4/0.
USA Today Ad – Carol contacted the sales representative for clarification on the rates but has not received any further communication from them. Item is tabled.

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

Claim Summary – Promotion Fund 0990 879

Visa Bill

| | | |
|--|--------------|--------|
| • 2-6050 Freeman Decorating – Omaha Sport Show | 685.98 | |
| • 2-0100 USPPS – Shipping Playbooks to CBD | 49.10 | |
| • 2-1751 Adobe Subscription | <u>56.70</u> | 791.78 |
| 2-1751 HonorboundIT Service Plan | | 25.00 |

Flagship Publishing

| | | |
|--|---------------|-----------------|
| • 2-6030 NE Traveler 1/3 page ad | 1,600.00 | |
| • 2-6030 NE Life 1/3 page ad Jan/Feb 22 | <u>600.00</u> | 2,200.00 |
| 2-6030 Bison Alumni Newsletter – Fall 2021 – ½ page ad | | 400.00 |
| 2-6000 February Wages | | 3,500.00 |
| 2-6070 MPCC Rodeo Sponsorship | | <u>1,250.00</u> |
| | | \$ 8,166.78 |

A motion was made by Tyler to pay the claims as presented including the MPCC Rodeo sponsorship that was approved earlier in the meeting. The motion was seconded by Dan E. Motion carried 4/0

Meeting was adjourned at 3:49 p.m.

Respectfully submitted by
Carol Schlegel