

RED WILLOW COUNTY VISITORS COMMITTEE

June 6, 2022

3:00 p.m.

Keystone Business Center Board Room

Minutes

- Presiding:** Daniel Stramel
- Present:** Tyler Loop, Curtis Smith, Dan Ebers, Bill Lesko and Carol Schlegel
- Absent:**
- Guests:**
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 2:59 p.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Tyler** and seconded by **Curtis** to approve the May 3, 2022 minutes. Motion carried 5/0.
- Financial Status:**
- | | |
|---|---------------|
| Balance in Promotion Fund as of May 31, 2022 = | \$ 85,260.63 |
| Balance in Improvement Fund as of May 31, 2022 = | \$ 128,995.31 |
| Balance in Promotion Fund Budget as of May 31, 2022 = | \$ 85,092.63 |
| Balance in Improvement Fund Budget as of May 31, 2022 = | \$ 119,250.00 |
| Petty Cash Fund as of May 31, 2022 = | \$ 67.54 |
- Old Business:**
- Outstanding Grant Follow Up** – Due to family emergencies, Carol has not sent a letter to Denise Garey concerning the NCF Annual Fund grant follow-up. It will be sent after a respectful mourning period from the death of her brother-in-law.
- Heartland Exotic Auction** – **Justin Hamilton** responded that he would be submitting the requested information so that we could complete processing the grant funds that were awarded. There has been no more contact with **Justin** so we will consider it complete.
- Heritage Hills Golf Course Guide Ad** – Approval of the ad in the course guide was obtained through email correspondence will four (4) members voting to approve. Those four were Tyler, Curtis, Dan E. and Bill. Daniel Stramel has changed his email address and the messages did not reach him. His new email address is dstramel55@gmail.com
- The ad cost was proposed at \$495 but was billed at \$395. Tyler reported that the new guides may last 4-5 years, based on past experience. The ad design was to encourage golfers to come back for other activities such as fishing. A vanity URL was placed on the ad to aid in tracking results. The longevity of the guides will require the URL to be maintain until it is replaced.
- Director's Report:**
- 2021-2022 NTC Marketing Grant** – The follow-up has been submitted and notification has been received that the reimbursement has been processed. We will be receiving \$9,109.95.
- Social Media Blitz Video** – The video has been produced promoting the Birding Challenge. The video was produced by **Kyle Kinne**. The blitz will occur June 16-18, 2022 and will be reimbursed through the NTC marketing grant that we received.
- Our Town McCook** – A 15 second has been produced and will be aired as part of the Our Town McCook promotion. Images that were obtained with the drone photography was used in the video.
- New Business:**
- Promotion Grant Request**
McCook Chautauqua
- Amount Requested: \$1,000.00

Date: July 28-30, 2022

Facility Rental Grant Request

McCook Chautauqua

Amount Requested: \$1,000.00

Date: July 28-30, 2022

After discussion a motion was made by **Curtis** and seconded by **Dan E.** to approve both the Promotion and Facility Rental grant requests in the amount of \$1,000.00 each. Motion carried 5/0.

2022-2023 Budget – Carol presented a preliminary budget. The budget numbers at this time are conservative due to the uncertainty on how fuel prices will affect the next fiscal year’s revenues. After discussion, including comments from **Dan E.** about what they were experiencing in business, **Carol** will adjust the figures to represent the increases we have experienced in the past two (2) years.

- **TravelStoryGPS.com – Web based walking tour – Carol** has secured a commitment from the MCFE for \$7,000.00 to develop the walking tour. A motion was made by **Dan E.** and seconded by **Bill** to proceed with the walking tour. Motion carried 5/0.
- **ITI Digital – Events Calendar and Website Content – Carol** was contacted by ITI Digital and she will further investigate the service to see if it can fulfil our need to have a more current events calendar.
- **Youth Change Reaction – Drive-In Theater Project – Information** was distributed concerning the fund raising for this project. No formal request have been made for funding but we may want to consider adding it to the budget.

Red Willow County Fair Sponsorship – Jiles Bowman has contacted **Carol** to see if the Visitors Committee will be sponsoring the Fair as we did last year. Our sponsorship was \$750.00. Motion was made by **Curtis** and seconded by **Tyler** to sponsor the Red Willow County Fair in the amount of \$750.00. Motion carried 5/0.

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

Claim Summary – Promotion Fund 0990 879

Visa Statement

- | | | |
|---|-----------|--------|
| • 2-1700 Brochure Swap Travel | \$ 326.59 | |
| • 2-1751 Adobe Subscription (2 months) | 113.40 | |
| • 2-6030 Facebook – Quilt Guild Guest Day | 3.98 | |
| • 3-010 Office Supplies – External Hard Drive | 103.73 | 547.70 |

Maly Marketing

- | | | |
|---|------------|-----------|
| • 2-1012 Activity Guide Printing (5000) | \$9,567.25 | |
| • 2-6030 GoneFishingMcCook URL | 20.00 | |
| • 2-6030 BirdingChallengeMcCook URL | 20.00 | |
| • 2-1012 Activity Guide Revision | 480.00 | 10,087.25 |

- | | | |
|--|--------|-----------------|
| 2-1751 HonorboundIT Service Plan | 25.00 | |
| 2-6030 McCook Chamber of Commerce – Our Town Advertising | 665.00 | |
| 2-6030 McCook Gazette – Playbook Advertising | 275.00 | |
| 2-6030 Bench Craft Company –Heritage Hills Golf Course Guide | 395.00 | |
| 2-6040 MEDC – Kyle Kinne April Wages | 844.43 | |
| 2-6000 May Wages | | <u>3,500.00</u> |
| | | \$16,339.38 |

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

Meeting was adjourned at 3:48 p.m.

Respectfully submitted by
Carol Schlegel