

**RED WILLOW COUNTY VISITORS COMMITTEE**

**March 7, 2023**

**3:00 p.m.**

**Keystone Business Center Board Room**

**Minutes**

**Presiding:** Daniel Stramel  
**Present:** Curtis Smith, Bill Lesko, Kerri Unger and Carol Schlegel  
**Absent:** Tyler Loop  
**Guests:** Wyatt Clark, Kaden Wooters, Raina Swanson and Sydney Dunlop

**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 **Bill** to approve the February 7, 2023 minutes. Motion carried 4/0.

**Chairman Daniel Stramel** suspended the agenda to hear a sponsorship request by the members of the MPCC Rodeo Team.

**Mid-Plains Community College Rodeo Team**

**Event: MPCC Rodeo Fundraiser**

**Amount Requested: \$1,250.00**

In attendance to present the request were **Wyatt Clark**, Timed Event Coach; **Kaden Wooter** from Elwood, NE; **Raina Swanson** from Genoa, NE; and **Sydney Dunlop** from Kylertown, PA. Following their presentation and a discussion by the Committee, **Curtis** made a motion to provide a sponsorship in the amount of \$1,750.00. Motion was seconded by **Bill**. Motion carried 4/0.

After the guests' departure, the agenda was put back in place as presented.

<b>Financial Status:</b>	Balance in Promotion Fund as of February 28, 2023 =	\$ 77,682.31
	Balance in Improvement Fund as of February 28, 2023 =	\$ 173,572.22
	Balance in Promotion Fund Budget as of February 28, 2023 =	\$ 112,091.83
	Balance in Improvement Fund Budget as of February 28, 2023 =	\$ 199,602.00
	Petty Cash Fund as of February 28, 2023 =	\$ 67.54

**Old Business:** **New Committee Member – Kerri** introduced herself and told about her business, Bobwhite Perch Lodge. She was welcomed to the Visitors Committee by those in attendance.  
**USA Today Midwest Traveler Ad – Carol** reported that as a follow-up to an ad placement that was previously approved by the Committee. The cost of the ad will be \$1,500 which is \$100 less than was originally stated.

**Director's Report:** **Prairie Chicken Dance Tours – Carol** thanked **Daniel** and **Kerri** for volunteering to help drive for tours. There is still space available on the two tours scheduled in April but all others are filled.  
**MarkeTech + Agritourism & Adventure Travel Workshop – Carol** reported that she attended this workshop in Kearney on March 2 with **Molly Smith** and **Kyle Kinne**. It was the first time since she has been in this job that she was able to attend a workshop with the Chamber and feels like it will further our cooperative working relationship.

**Passport Across McCook** – This program was initiated in 2022 by Laurie Sinner, Site Manager at the George Norris Home. She takes care of the logistics of the program that links the Norris Home, Library, High Plains Museum and Art Guild in an effort to familiarize our grade schoolers with what is available to them throughout the summer. She has asked that Carol revise the passport that she designed last year and print 350 for the participants. Carol has agreed to do that since this program helps instill pride of place.

**Activity Guide Revamp** – Carol told the Committee that Kyle Kinne is working on revising the activity guide into a different, less expensive, format. Last year's printing costs were double of those from 2021 making it almost \$2 to produce the guide. We are exploring different formats to bring the cost down since we will need double the number of brochures in order to fulfill the Certified Brochure Display requirements. Daniel asked that the proofs be sent to the Committee for review.

**Southwest Nebraska Playbook Ad** – Carol has been contacted by the Gazette to renew our ad in the upcoming Southwest Nebraska Playbook. In 2022 we purchased a full page with the MEDC and High Plains Museum. The Visitors Committee had a ½ page with MEDC and High Plains Museum having ¼ page each. Carol recommended that we continue this arrangement and place an ad. Motion was made by Curtis and seconded by Kerri to place the ad. Motion carried 4/0.

#### New Business:

#### Event Sponsorship Requests

- **Elpison Fondation**  
**6<sup>th</sup> Annual McCook Open** **Amount Requested: \$ 750.00**  
After reviewing the information provided, Kerri made a motion to approve the request in the amount of \$750. Curtis seconded the motion. Motion passed 4/0.

#### Promotion Grant Request

- **McCook Chamber of Commerce – Bash on the Hills**  
**Date: June 16, 2023** **Amount Requested: \$3,100.00**  
Concerns were expressed whether or not this would be primarily a local celebration but there was also recognition that, if marketed properly, this event had the potential to attract people from a distance. With that in mind, the motion was made by Curtis to approve the grant request in the amount of \$3,100.00. The motion was seconded by Bill. Motion carried 4/0.

#### Other Business from the Committee

Carol and Molly visited the new owners at the **Quality Inn and Suites**. They both have a favorable impression of the condition of the property and the willingness of the owners to be a part of the community. They are joining the Chamber and will be doing a ribbon cutting sometime in the near future. Carol encouraged the Visitors Committee to attend. Discussion was held to remove the **McCook Chautauqua** from the grant pledges. The event was held in July 2022, eight (8) months ago, and no reporting has been received. The decision was made to remove the pledge.

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

Claim Summary – Promotion Fund 0990 879

Visa Statement

• 2-0199 USPS – Activity guides to Hayes	37.30	
• 2-1751 Adobe Subscription	58.84	
• 2-6050 Freeman Decorating	546.77	642.91
2-1751 HonorboundIT Service Plan		25.00
2-6000 February Wages		3,675.00
2-6030 NGPC – 2023 Fish Guide & 2023 Turkey Guide		1,050.00
Flagship Publishing		
• 2-6030 NE Traveler 1/3 page ad	1,600.00	
• 2-6030 NE Life 1/3 page ad Mar/Apr 2023	651.00	2,251.00
MEDC		
• 2-6040 Kyle Kinne – February Wages	827.10	
• 2-6040 Copies – 10/21/2022 – 01/27/2023	26.05	853.15
2-6070 MPCC Rodeo Team Sponsorship		<u>1,750.00</u>
		\$10,247.06

A motion was made by **Curtis** to pay the claims as presented with the addition of the sponsorship approved for the MPCC Rodeo Team. The motion was seconded by **Kerri**. Motion carried 4/0

Meeting was adjourned at 3:59 p.m.

Respectfully submitted by  
Carol Schlegel