

RED WILLOW COUNTY VISITORS COMMITTEE

May 2, 2023

3:00 p.m.

Keystone Business Center Board Room

Minutes

- Presiding:** Daniel Stramel
Present: Bill Lesko, Kerri Unger and Carol Schlegel
Absent: Tyler Loop and Curtis Smith
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:01 p.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Bill** and seconded by **Kerri** to approve the April 4, 2023 minutes. Motion carried 3/0.
- Financial Status:**
- | | |
|---|---------------|
| Balance in Promotion Fund as of April 30, 2023 = | \$ 69,086.33 |
| Balance in Improvement Fund as of April 30, 2023 = | \$ 188,728.03 |
| Balance in Promotion Fund Budget as of April 30, 2023 = | \$ 94,340.02 |
| Balance in Improvement Fund Budget as of April 30, 2023 = | \$ 199,602.00 |
| Petty Cash Fund as of April 30, 2023 = | \$ 67.54 |
- Old Business:** **Activity Guide Revamp – Carol** presented a mockup of the revised activity guide. Recommended additions by the Committee included the following:
Restaurants – Carniceria CB, Scoops
Recreation – TJ’s Family Fun Center and Carver Cinema
QR Codes – Add codes for current dates for events, to Nebraska Game and Parks for campsites and hunting and recreation and more connection to website
White Space – Too much, need to incorporate more photos to make it more visually interesting
Remove Page Numbers
- Director’s Report:** **Prairie Chicken Dance Tours – Carol** reported the following concerning the 2023 tour season:
Tour Attendees: 110 – this number is down from previous years. No marketing was done due to Carol’s family situation when it was time to start any advertising. Word of mouth and prior relationships still made for a good season. Marketing efforts will resume for the 2024 season.
2023 attendees came from 12 states: Ohio, Illinois, Arizona, Nebraska, South Dakota, New Hampshire, Wisconsin, Maryland, Colorado, Missouri, Massachusetts and Iowa. Two foreign countries: France and Switzerland
Historically where they have come from: 42 states – Missing States: Alabama, Connecticut, Hawaii, Kentucky, Louisiana, Mississippi, North Dakota and Tennessee. Foreign Countries: France, Switzerland, Israel, Germany, Taiwan, Netherlands, Dominican Republic, Canada and Mexico
Returning Visitors: 2023 was the 4th visit for one couple from Waterloo, IA. This was the 3rd visit for five people from Papillion, Galeville, IL, Lafayette, CO and Lincoln. Second visit for two people from Lincoln and Palisade, CO.
Group Tour Groups: We hosted four different group tour companies:

WINGS Birding Tours – Phoenix, Arizona – 5th year
 Light Chase Photography Tours – Galeville, Illinois – 2nd year
 Reef to Rockies – Lafayette, Colorado – 2nd year
 Victor Emanuel Nature Tours (VENT) – Austin, Texas – 2nd year
 Requests are already being made for 2024 tour dates from our groups with some wanting to expand the number of groups they bring.

Nebraska Museum Association Conference – Columbus – Carol attended the conference with four members of the High Plains Historical Society Board of Directors on April 9-11. She was encouraged by the group’s enthusiasm for learning how to make the High Plains Museum more of an attraction for the community. She also made contact with the organizers about hosting the conference in the future which will be in three years.

New Business:

The Norris Institute – Norris Alley Donor Recognition – A letter was received from The Norris Institute on their plans for donor signage in Norris Alley. **Carol** will work with them to have an appropriate length name to for the recognition.
June Meeting – June 6, 2023 – Location: YMCA – 3 p.m. – **Carol** met with **Mitch Gross** during April to discuss the capital campaign that they are undertaking to renovate the YMCA. We will be meeting at the YMCA in June where we will have our business meeting and then have a presentation from Mitch on the project.

Approval of Claims:

The following claims were submitted for payment.

Claim Summary – Promotion Fund 0990 879

Visa Statement

• 2-1751 Adobe Subscription	58.84	
• 2-1700 Wagner Ford	285.37	
• 2-1700 Ramada – Columbus	158.89	
• 2-1700 Casey’s – Car Rental	52.01	555.38
2-1751 HonorboundIT Service Plan		25.00
2-6000 April Wages		3,675.00
2-6030 Flagship Publishing – CO Life 1/3 page ad May/June 2023		615.00
2-6050 Central Brochure Distribution – 2023-2024 Contract		400.00
2-6030 PowerPlay Marketing – USA TODAY Go Escape Midwest		1,500.00
2-6030 Bison Alumni Newsletter – Spring 2023 ½ page ad		400.00
Maly Marketing		
• 2-6030 SouthwestNebraska.com Website Hosting Jan-June	330.00	
• 2-6030 VisitMcCook.com Website Hosting Jan-June	300.00	630.00
MEDC		
• 2-6040 Kyle Kinne – April Wages	847.16	
• 2-1012 Printing-01/24-05/01/2023	237.85	<u>1,085.01</u>
		\$ 8,885.39

A motion was made by **Kerri** to pay the claims as presented. The motion was seconded by **Bill**. Motion carried 3/0

Meeting was adjourned at 3:50 p.m.

Respectfully submitted by
 Carol Schlegel