

RED WILLOW COUNTY VISITORS COMMITTEE

July 5, 2023

9:00 a.m.

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Minutes

Presiding: Tyler Loop

Present: Bill Lesko, Kerri Unger and Carol Schlegel

Absent: Daniel Stramel and Curtis Smith

Call to Order: **Tyler Loop** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 9:02 a.m.

Open Meeting Act: Open Meeting Act was available for review.

Minutes: There was a motion made by **Kerri** and seconded by **Bill** to approve the May 2, 2023 minutes. Motion carried 3/0.

Financial Status:

Balance in Promotion Fund as of June 30, 2023 =	\$ 67,957.12
Balance in Improvement Fund as of June 30, 2023 =	\$ 201,955.65
Balance in Promotion Fund Budget as of June 30, 2023 =	\$ 79,943.44
Balance in Improvement Fund Budget as of June 30, 2023 =	\$ 199,602.00
Petty Cash Fund as of June 30, 2023 =	\$ 67.54

Old Business: **Activity Guide Revamp – Carol** presented a mockup of the revised activity guide. She has approved it and it is going to print.

Promotion Grant Follow-Up

- McCook Chamber of Commerce – Bash on the Hill
Date: June 16, 2023 Amount Approved: \$3,079.08
The Chamber submitted an acceptable report and the amount approved will be included in this month's claims.

Director's Report: **August Meeting** – The August meeting is scheduled for Tuesday, August 1 at 3 p.m. at the YMCA. Carol wanted to make sure everyone would be available for that meeting.

Mural Photography – Carol has been contacted by Joann Falkenburg concerning photographing the Mural on West 1st Street. Carol proposed that we share the cost of a professional photographer with the understanding that we would have access to the images. The Committee agreed that Carol should pursue this.

2022-2023 NTC Grant Reimbursement – Carol informed the committee that our NTC Grant Reimbursement is being processed in the amount of \$7,000. This is for the full amount of our investment in the Nebraska Travel Guide and Social Media Campaigns. Even though part of our grant request was denied, we still proceeded with the project. Since we could show we had paid for the project that served as our matching funds so we are entitled to the \$7,000 awarded.

New Business: **Promotion Grant Request**

- Red Willow County Fair – Chris Cagle Concert
Date: July 1-23, 2023 Amount Requested: \$2,000.00
After discussion, a motion was made by **Kerri** and seconded by **Bill** to approve the grant request from the Red Willow County Fair Board to promote the Chris Cagle Concert. Motion carried 3/0.

Facility Rental Grant Request

- CD Cutting – August Cutting Horse Show
 Date: August 12-13, 2023 Amount Requested: \$1,250.00
 After discussion, a motion was made by **Bill** and seconded by **Kerri** to approve the grant request from CD Cutting to cover the facility rental for their August Cutting Horse Show. Motion carried 3/0.

Sponsorship Request

- Red Willow County Fair
 After discussion, a motion was made by **Bill** and seconded by **Kerri** to approve the sponsorship request in the amount of \$750 as we have in the past. Motion carried 3/0.

NPGC Game Guide Advertising for 2023-2024 - After discussion a motion was made by **Kerri** and seconded by **Bill** to approve ½ page ads in the four game guides produced by Nebraska Game and Parks Commission. **Kerri** suggested including QR codes in our ads to direct people to our website. Motion carried 3/0.

2023-2024 Budget - After a review of the proposed Promotion Fund Budget, a motion was made by **Bill** and seconded by **Kerri** to submit the proposed budget to the County Commissioners. Motion carried 3/0.

After a review of the proposed Improvement Fund Budget, a motion was made by **Kerri** and seconded by **Bill** to submit the proposed budget to the County Commissioners. Motion carried 3/0.

Heritage Highway 2023-2024 Annual Dues – **Carol** presented the annual dues statement from the Byway 136 Heritage Highway Association. The last time we paid dues was in 2021 in the amount of \$100. The new dues structure would put us at the \$800 level with no explanation as to what we would be receiving for our investment. **Carol** recommended that we not pay the dues this year. Motion was made by **Kerri** and seconded by **Bill** that we not pay the dues. Motion carried 3/0.

Approval of Claims: The following claims were submitted for payment.
Claim Summary – Promotion Fund 0990 879

Visa Statement		
• 2-1751 Adobe Subscription		58.84
2-1751 HonorboundIT Service Plan		25.00
2-1751 Nebraska Travel Association – 2023-24 Dues		300.00
2-6000 June Wages		3,675.00
2-6030 Flagship Publishing – NE Life 1/3 page ad July/Aug 2023		651.00
2-6070 McCook Chamber of Commerce		3,079.08
MEDC		
• 2-2000 Telephone and Internet	135.00	
• 2-6040 Rent, Utilities and Cleaning	696.00	831.00
		<u>\$ 8,619.92</u>

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

Meeting was adjourned at 3:34 p.m.

Respectfully submitted by Carol Schlegel