

RED WILLOW COUNTY VISITORS COMMITTEE

September 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 3:00 p.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Dan E.** and seconded by **Bill** to approve the July 5, 2022 minutes. Motion carried 5/0. Due to lack of quorum there were no minutes from the August meeting.
- Financial Status:**
- | | |
|--|---------------|
| Balance in Promotion Fund as of August 31, 2022 = | \$ 88,030.36 |
| Balance in Improvement Fund as of August 31, 2022 = | \$ 146,610.21 |
| Balance in Promotion Fund Budget as of August 31, 2022 = | \$ 165,401.93 |
| Balance in Improvement Fund Budget as of June 30, 2022 = | \$ 209,602.00 |
| Petty Cash Fund as of June 30, 2022 = | \$ 67.54 |
- Old Business:**
- TravelStorysGPS – Carol** is still working with Ronda Graff with MCFE and Kyle Kinne along with TravelStorysGPS to produce the Heritage Square Walking Tour. The 20 sites have been determined and mapped out. Ronda is working on the script. Kyle will producing the audio recordings and Carol will provide the photos to go with the audio for the tour.
- Social Media Blitz – Carol** provide the Committee with the follow up report for the social media blitz that we participated in during June. The \$2000 cost of the blitz will be reimbursed through the Nebraska Tourism Commission grant we received.
- Facility Rental Grant Follow up**
- Area VI Shetland Pony & Miniature Horse Breeders Association
Date: July 2-3, 2022 Amount Approved: \$1,250.00
- Follow up was accepted and the grant reimbursement will be processed.
- Improvement Grant Follow up**
- McCook Art Guild
Second Floor HVAC and Restoration Amount Approved: \$10,000.00
- Discussion was held concerning the disbursement of the funds. Even though the Art Guild has raised the funds to match the grant, they do not have the cash to pay for the HVAC installation fully and then be reimbursed. A motion was made by **Curtis** and seconded by **Tyler** to process payment with the check being sent to **McCook Mechanical** who performed the work. Motion carried 5/0
- Director’s Report:**
- Red Willow County Fair –** The sponsorship included four (4) concert tickets and four (4) carnival wrist bands which were given away through a Facebook contest. The ad reached 2,625 people with 265 post engagements.
- Chautauqua 2022 –** Chautauqua was held on July 28-30, 2022. The events were well attended throughout the weekend. **Carol** is still waiting for the follow up report for the grants that were awarded.
- Chamber Quarterly Luncheon –** Thursday, September 15 @ 12:30-2 p.m. Committee members were encouraged to attend.

McCook Arts District – **Carol** attended a meeting concerning the establishment of a Creative Arts District. There will be three more meeting held and **Carol** encouraged Committee members to attend to get a better understanding of what is involved since the could possibly be grant requests in the future. **Carol** will forward the email invitation to the Committee.

New Business:

Media Kits

- **The Iowa Sportsman** – Concerns were expressed about the amount of advertising in the publication versus the editorial content. The Committee expressed interest in a digital version instead of the print version. **Carol** will get more information for the next meeting.
- **USA Today Go Escape** – The large cost for this would be for all of the regional publications. To advertise in the Midwest region would be \$1,600. Questions were asked as to what states are included in the Midwest region and what the distribution of the publication is. Since this commitment would be for the 2023 year, no decision needs to be made at this time and **Carol** will get more information for the Committee.
- **NCAA College Football Souvenir Magazines** – This is produced by the same group as the USA Today publications. **Curtis** asked about the possibility of placing an ad in the Colorado college publications and the associated cost. We would also want to know how they are distributed and how many. Again this would not be until 2023 so no decision needs to be made at this time and **Carol** will get more information for the Committee.
- **Bison Alumni Newsletter** – We have placed a ½ page ad at the cost of \$400 for the last couple of years. Motion was make by Tyler and seconded by **Bill** to continue with this placement. Motion carried 5/0

MPCC Stampede Rodeo Sponsorship – A request was made for a sponsorship by the MPCC Rodeo Team. Unfortunately the event is being held in North Platte making it inappropriate for the Committee to sponsor an event not held in Red Willow County per our focus.

2023 Nebraska Traveler Renewal – 1/3 page ad @ \$1,600.00 – Motion was made by **Dan E.** and seconded by **Tyler** to renew our participation in the 2023 Nebraska Traveler produced by Flagship Publishing. Motion carried 5/0

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

Claim Summary – Promotion Fund 0990 879

Visa Statement

• 2-1751 Adobe Subscription	56.70	
• 2-1751 Dropbox Subscription	119.88	
• 2-6030 Facebook	50.00	226.58
2-1012 Eakes – Lunch Bags		2,009.54
HonorboundIT		
• 2-1751 Service Plan	25.00	
• 3-0101 Docking Station	264.99	289.99
2-6000 August Wages		3,500.00
2-6030 Flagship Publishing –CO Life Sept/Oct 22		570.00
2-6030 NGPC Guide Book		525.00
MEDC		
• 2-6040 Kyle Kinne – July	867.49	
• 2-6040 Kyle Kinne – August	950.10	1,817.59
2-6070 Shetland Pony & Miniature Horse Show		1,250.00
3-0101 Eakes – Tape		<u>4.59</u>
		\$ 8,183.75

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

Claim Summary – Improvement Fund 0995 879

2-6070 McCook Mechanical / McCook Art Guild

\$ 10,000.00

A motion was made by **Tyler** to pay the claim for the grant awarded to the McCook Art Guild but to send the check directly to McCook Mechanical for their work since it is not a reimbursement as discussed previously in the meeting. The motion was seconded by **Curtis.** To Motion carried 5/0

Meeting was adjourned at 3:52 p.m.

Respectfully submitted by
Carol Schlegel