

**RED WILLOW COUNTY VISITORS COMMITTEE**

**October 4, 2022**

**2:00 p.m.**

**Keystone Business Center Board Room**

**Minutes**

- Presiding:** Tyler Loop
- Present:** Tyler Loop, Curtis Smith, Dan Ebers and Carol Schlegel
- Absent:** Daniel Stramel and Bill Lesko
- Guests:**
- Call to Order:** **Tyler Loop** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 1:59 p.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Curtis** and seconded by **Dan E.** to approve the September 6, 2022 minutes. Motion carried 3/0.
- Financial Status:**
- |   |               |
|---|---------------|
| Balance in Promotion Fund as of September 30, 2022 =        | \$ 88,057.75  |
| Balance in Improvement Fund as of September 30, 2022 =      | \$ 144,821.35 |
| Balance in Promotion Fund Budget as of September 30, 2022 = | \$ 156,693.18 |
| Balance in Improvement Fund Budget as of Sept 30, 2022 =    | \$ 199,602.00 |
| Petty Cash Fund as of September 30, 2022 =                  | \$ 67.54      |
- Old Business:** **Media Kits**
- **The Iowa Sportsman** – Carol had no further contact with this publication so there is no follow up report
  - **USA Today Go Escape** – The USA Today Midwest Region publication that we have advertised in previously would be \$1,600 for an ad. The eleven (11) states included in the Midwest region are Wisconsin, Iowa, North Dakota, South Dakota, Michigan, Missouri, Ohio, Nebraska, Illinois, Indiana and Kansas.  
The distribution is as follows:
    - Print – 100,000 copies distributed throughout the 11 states (advertisers receive copies).
    - Social Media partnering with Carnival Cruise and Wyndham Hotels
    - Digital Version – 10 million on email blasts that people opt in on
    - USAToday.com – 95-105 million views to website but no data on how many views on specific ad views.
  - **NCAA College Football Souvenir Magazines** – An ad in this publication would also be in the \$1,600 range. The print version is sold at stadiums and arenas with all box holders receiving a copy. The digital version is available on the team's website and social media platforms. At the September meeting, Curtis had asked about the possibility of advertising in the Colorado colleges instead of, or in addition to, the University of Nebraska. They do handle Colorado including University of Colorado (football and basketball), Colorado State University (football and basketball) and Air Force Academy (football and basketball).  
Both the USA Today Midwest Region Travel Guide and NCAA College Souvenir Magazines are published by the same organization. Both ad

placements are for 2023. Since it is not time sensitive and there were two committee members absent, a motion was made by Dan E. and seconded by Curtis to table these agenda items for the November meeting. Motion carried 3/0.

**Director's Report:** Due to time limitations there was no director's report.

**New Business:**

**Promotion Grant Request**

Southwest Nebraska Genealogical Society Expo 2022

Date: October 22, 2022 Amount Requested: \$ 500.00

**Facility Rental Grant Request**

Southwest Nebraska Genealogical Society Expo 2022

Date: October 22, 2022 Amount Requested: \$ 100.00

After discussion a motion was made by Curtis and seconded by Dan E. to approve both the Promotion grant and Facility Rental grant in the amounts requested. Motion carried 3/0.

**Flagship Publishing: Nebraska Life/Colorado Life 2023** – Carol reported we have a 1/3 page ad reserved in the January/February Colorado Life which will complete our current contract with Flagship Publishing. The current contract was for six (6) ad insertions, three (3) being in Nebraska Life and three (3) in Colorado Life. We used the May/June Colorado Life to promote Buffalo Commons Storytelling and Music Festival. The other ads have been used to promote the Birding Challenge. After discussion, a motion was made by **Dan E.** and seconded by **Curtis** to table this for the November meeting when it is more likely we will have the complete committee present. Motion carried 3/0.

**Loop Brewing Company / B2B Software Solutions** – Carol received a solicitation from B2B Software Solutions that are providing screens with the digital menus at Loop Brewing Company. The proposed ad would pop up for 10 seconds in a rotation every 15 minutes between drink and menu items for 24 months at a cost of \$695. Discussion was held on the effectiveness of this for the Visitors Bureau. We have had discussions with the MEDC and Chamber concerning some sort of digital signage to let people know what is going on around town when they are at events at the Kiplinger, Heritage Hills or staying in the hotels. **Carol** will investigate this option further. Motion was made by **Curtis** and seconded by **Dan E.** to table this discussion to a future meeting. Motion carried 3/0.

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

Claim Summary – Promotion Fund 0990 879

Visa Statement

- 2-1751 GoDaddy Subscription 251.76
- 2-1751 Norton Subscription 112.33
- 2-1751 Adobe Subscription 56.70 420.79

2-1751 HonorboundIT Service Plan 25.00

Maly Marketing

- 2-6030 Website Hosting – VisitMcCook.com 600.00
- 2-6030 Website Hosting – SouthwestNebraska. 660.00 1,260.00

2-6000 September Wages 3,500.00

2-6030 Bison Alumni Newsletter 400.00

MEDC

- 2-6040 Kyle Kinne – September Wages 909.06
- 2-6040 Oct-Dec Rent, Utilities & Cleaning 696.00
- 2-0200 Oct-Dec Telephone & Internet 135.00 1,740.06

\$ 7,345.85

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

Meeting was adjourned at 2:34 p.m.

Respectfully submitted by  
Carol Schlegel