

RED WILLOW COUNTY VISITORS COMMITTEE

November 1, 2022

3:00 p.m.

Keystone Business Center Board Room

Minutes

- Presiding:** Daniel Stramel
Present: Tyler Loop, Bill Lesko and Carol Schlegel
Absent: Curtis Smith and Dan Ebers
Guests:
Call to Order: **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:05 p.m.
Open Meeting Act: Open Meeting Act was available for review.
Minutes: There was a motion made by **Tyler** and seconded by **Bill** to approve the October 4, 2022 minutes. Motion carried 3/0.
Financial Status:
- | | |
|---|---------------|
| Balance in Promotion Fund as of October 31, 2022 = | \$ 88,630.04 |
| Balance in Improvement Fund as of October 31, 2022 = | \$ 152,739.48 |
| Balance in Promotion Fund Budget as of October 31, 2022 = | \$ 149,347.33 |
| Balance in Improvement Fund Budget as of October 31, 2022 = | \$ 199,602.00 |
| Petty Cash Fund as of October 31, 2022 = | \$ 67.54 |
- Old Business:** **Media Kits**
- **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). The discussion concerning USA Today Midwest Region Travel Guide and NCAA College Souvenir Magazines was much the same as the October meeting. Both 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 **Tyler** and seconded by **Bill** to table these agenda items for the December meeting. Motion carried 3/0.

- **Flagship Publishing: Nebraska Life/Colorado Life 2023** – After discussion a motion was made by **Tyler** and seconded by **Bill** to approve ad placements in Nebraska Life and Colorado Life for 2023. It will be 1/3 page ad in the following issues of the publications:
 - Colorado Life – May/June 2023, September/October 2023 and January/February 2024 - \$615 per placement
 - Nebraska Life – March/April 2023, July/August 2023, November/December 2023 - \$651 per placement

Motion passed 3/0

Director's Report: High Plains Historical Society / Museum

- **Curator** – **Carol** reported that **Connie Discoe** has resigned as curator of the High Plains Museum. Carol is currently serving as president of the Historical Society and as such has been splitting time between being at the Museum and in her office. The Historical Society does intend to hire another curator however will not pursue it until after the first of the year. The Board members are filling in to keep the Museum open and it is also providing the opportunity for a more realistic job description to be developed.
- **Sheldon Art Exhibit** – The traveling exhibit from Sheldon Art Gallery will be at the High Plains Museum until November 30.

Nebraska Travel Conference – October 25-27, 2023 – Carol attended the conference, was able to reconnect with colleagues and establish new contacts with vendors and participants.

- **The Upside Initiative** – **Carol** provided the Committee with a document explaining the effectiveness of the current Nebraska Tourism Commission campaign, “Honestly it’s not for everyone”, the challenge that Nebraska has always faced due to lack of funding and a solution including a sustainable funding model. There is a concerted effort within the industry to pursue funding that is not solely based on lodging tax revenues.
- **Certified Folder Display Service – Western NE 1-80 – 3 months** – **Carol** was the successful bidder during the NETA Silent Auction, getting the service for less than half price. She will be working with them to distribute our brochures next year.
- **Nebraska App/Yo.city** – This app may be the solution to our ongoing dilemma about providing information to people once they are in town as to other opportunities. **Molly Smith** attended the Chamber conference during the same time frame as the travel conference and also brought back information on this app as a possibility. We will be investigating it further.

Loop Brewing Company / B2B Software Solutions – With the discovery of the Nebraska app, Carol recommended that the Committee not pursue this avenue at this time.

New Business: Websites – **Carol** reported that she had discussions with Maly Marketing during the travel conference to revamp the **VisitMcCook.com** site to reflect the art

movement that is currently going on in McCook. There has not been a major overhaul of the site since it was developed with the “Buffalo Commons” theme in 2015-2016.

There will also be changes to **PrairieChickenDanceTours.com** but will be funded through the prairie chicken tour proceeds.

MEDC Investment Contribution – Motion was made by **Tyler** and seconded by **Bill** to continue with our financial relationship with the MEDC at our current level of \$1000. Motion carried 3/0.

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

Claim Summary – Promotion Fund 0990 879

Visa Statement

• 2-6030 Facebook	18.34	
• 2-1751 Nebraska Travel Conference Reg.	225.00	
• 2-1751 Adobe Subscription	56.70	300.04
2-1751 HonorboundIT Service Plan		25.00
2-6000 October Wages		3,500.00
2-6030 Flagship Publishing – NE Life 1/3 page ad Nov/Dec 2022		600.00
MEDC		
• 2-6040 Kyle Kinne – October Wages	859.47	
• 2-1012 Printing	945.00	<u>1,804.47</u>
		\$ 6,229.51

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

Meeting was adjourned at 3:35 p.m.

Respectfully submitted by
Carol Schlegel