

**RED WILLOW COUNTY VISITORS COMMITTEE**  
**December 6, 2022**  
**3:00 p.m.**  
**Keystone Business Center Board Room**

**Minutes**

**Presiding:** Daniel Stramel  
**Present:** Tyler Loop, Curtis Smith, Bill Lesko and Carol Schlegel  
**Absent:**  
**Guests:**  
**Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:02 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 November 1, 2022 minutes. Motion carried 4/0.

**Financial Status:**

Balance in Promotion Fund as of November 30, 2022 =	\$ 89,465.81
Balance in Improvement Fund as of November 30, 2022 =	\$ 159,804.76
Balance in Promotion Fund Budget as of November 30, 2022 =	\$ 143,642.82
Balance in Improvement Fund Budget as of Nov 30, 2022 =	\$ 199,602.00
Petty Cash Fund as of November 30, 2022 =	\$ 67.54

**Old Business:**

**Media Kits**

- **USA Today Go Escape** – Motion was made by Tyler and seconded by Curtis to place an ad featuring the Birding Challenge at a cost of \$1600. Motion carried 4/0.
- **NCAA College Football Souvenir Magazines** – Motion was made by Curtis and seconded by Tyler not to advertise in the Souvenir magazines. Motion carried 4/0.

**Promotion Grant Follow up**

- Southwest Nebraska Genealogical Society Expo 2022  
Date: October 22, 2022 Amount Approved: \$ 500.00

**Facility Rental Grant Follow up**

- Southwest Nebraska Genealogical Society Expo 2022  
Date: October 22, 2022 Amount Approved: \$ 100.00

The follow up was reviewed and accepted at \$560 instead of the \$600 approved. This was due to the Genealogical Society not spending as much on marketing as stated in the grant application.

**Director's Report:**

**Birding Challenge** – **Carol** presented the Committee members with the latest completed entry.

**NTC Grant Application** – **Carol** will be submitting a grant application for an ad in the Nebraska Travel Guide and banner ads on VisitNebraska.com. The birding challenge will be promoted in both formats if the grant is successful.

**Carol** will also prepare and submit a grant application for the High Plains Historical Society to develop a website. If the grant is not successful, the Historical Society will submit a promotional grant application to the Visitors Committee.

**Websites** – **Carol** is continuing conversations with Maly Marketing concerning revamping the VisitMcCook.com website.

**New Business:**

**Committee Vacancy** – There is a vacancy on the Committee due to **Dan E.** being transferred to Topeka, KS. Discussion was held concerning a replacement, which must represent the lodging industry. **Kerri Unger**, owner of Bobwhite Perch, was suggested as a possibility to fill the vacancy. **Carol** will contact **Kerri**.

**Heritage Hills Golf Course Guide Ad** – After discussion, the decision was made not to place an ad in the guide at this time.

**Director Contract Review and Bonus Recommendation** – After discussion, **Tyler** made a motion to recommend the County Commissioners extend **Carol's** contract for another year with a 5% increase. Also included in the motion was to approve the 10% bonus for 2022 to be paid in January. **Curtis** seconded the motion. Motion carried 4/0.

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

Claim Summary – Promotion Fund 0990 879

Visa Statement

• 2-1700 Travel Conference Expenses	767.36	
• 2-1751 Adobe Subscription	56.70	
• 2-6030 Facebook	1.66	
• 2-6050 Certified Folder Brochure Display	250.00	1,075.72
2-1751 HonorboundIT Service Plan		25.00
2-6000 November Wages		3,500.00
MEDC		
• 2-6040 Kyle Kinne – November Wages	917.38	
• 2-1751 Investment Contribution	1,000.00	1,917.38
2-6070 Southwest Nebraska Genealogical Society		560.00
		<u>\$ 7,078.10</u>

A motion was made by **Tyler** to pay the claims as presented. The motion was seconded by **Curtis**. Motion carried 4/0

Meeting was adjourned at 3:42 p.m.

Respectfully submitted by  
Carol Schlegel