

RED WILLOW COUNTY VISITORS COMMITTEE

Tuesday, December 6, 2022

3:00 p.m.

Keystone Business Center – 2nd Floor Boardroom

Committee Members

Daniel Stramel, Chairman

Term Expires - December 31, 2025

Bill Lesko

Term Expires - December 31, 2025

Tyler Loop, Vice Chairman

Term Expires - December 31, 2025

Curtis Smith

Term Expires – December 31, 2023

Dan Ebers

Term Expires - December 31, 2023

The board reserves the right to go into executive session if such session is clearly necessary for the protection of the public interest or for the prevention of needless injury to the reputation of an individual.

***Denotes Action Item**

TENTATIVE AGENDA

***Approval of Minutes**

Presentation of 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 November 30, 2022 = \$ 199,602.00

Petty Cash Fund Balance \$ 67.54

Old Business

***Media Kits**

- **USA Today Go Escape**
- **NCAA College Football Souvenir Magazines 2023**

Director's Report

NTC Grant Application

Websites

New Business

Committee Vacancy

***Heritage Hills Golf Course Guide Ad**

***Director Contract Review and Bonus Recommendation**

***Promotion Grant Request (none at this time)**

***Facility Rental Grant Request (none at this time)**

Other Business from the Committee

Claim Summary – Promotion Fund 0990 879

Visa Statement

| | | |
|--------------------------------------------|----------|--------------------|
| • 2-1700 Travel Conference Expenses | 767.36 | |
| • 2-1751 Adobe Subscription | 56.70 | |
| • 2-6030 Facebook – Jerrod Niemann Concert | 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 | ???.?? | |
| • 2-1751 Investment Contribution | 1,000.00 | <u>1,???.??</u> |
| | | \$ <u>?.???.??</u> |

***Approval of Claims**

Promotion Grant Pledges: Total = \$ 1,500.00

- McCook Chautauqua
Date: July 28-30, 2022 Amount Approved: \$ 1,000.00
- Southwest Nebraska Genealogical Society Expo 2022
Date: October 22, 2022 Amount Approved: \$ 500.00

Facility Rent Grant Pledges: Total = \$ 1,100.00

- McCook Chautauqua
Date: July 28-30, 2022 Amount Approved: \$ 1,000.00
- Southwest Nebraska Genealogical Society Expo 2022
Date: October 22, 2022 Amount Approved: \$ 100.00

Improvement Grant Pledge: Total = \$ 0.00

Follow Up Information:

USA Today Midwest Region

- States Included
 - Wisconsin
 - Iowa
 - North Dakota
 - South Dakota
 - Michigan
 - Missouri
 - Ohio
 - Nebraska
 - Illinois
 - Indiana
 - Kansas
- Distribution
 - Print - 100,000 copies 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

NCAA College Football Souvenir Magazines 2023

- Distribution
 - Print
 - Sold at Stadium
 - All Boxholders receive copy
 - Online / Social Media: Digital version available on the team's website and social media platforms.
- Colorado Opportunities
 - University of Colorado (Football and Basketball)
 - Colorado State University (Football and Basketball)
 - Air Force Academy (Football and Basketball)