

RED WILLOW COUNTY VISITORS COMMITTEE
Tuesday, September 5, 2023
3:00 p.m.
Keystone Business Center – 2nd Floor Boardroom

Minutes

- Presiding:** Daniel Stramel
Present: Tyler Loop, Bill Lesko, Kerri Unger and Carol Schlegel
Absent: Curtis Smith
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 3:03 p.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Bill** and seconded by **Kerri** to approve the August 1, 2023 minutes. Motion carried 4/0.
- Financial Status:**
- | | |
|--|---------------|
| Balance in Promotion Fund as of August 31, 2023 = | \$ 57,582.07 |
| Balance in Improvement Fund as of August 31, 2023 = | \$ 215,534.62 |
| Balance in Promotion Fund Budget as of August 31, 2023 = | \$ 134,708.70 |
| Balance in Improvement Fund Budget as of August 31, 2023 = | \$ 280,623.00 |
- Old Business:**
- Facility Rental Grant Follow-Up**
- CD Cutting – August Cutting Horse Show
Date: August 12-13, 2023 Amount Approved: \$1,250.00
The follow up report was submitted and is acceptable to complete the requirements to be reimbursed.
- YMCA Presentation Revisited** – The Committee discussed the presentation that Mitch Gross had given in August. At this point those present at the meeting felt that they were being asked to be ambassadors for the fund raising project and that a financial ask would come later.
- Director’s Report:**
- 2024 Nebraska Passport Program** – **Carol** reported that the Nebraska Tourism Commission has opened the applications for the 2024 Passport Program. She will be discussing with the High Plains Historical Society about increasing their hours during next summer with the possibility of working from the Museum to help with that. She also encouraged the Committee to provide her with names of any business that should be approached to apply so that we get more submissions from this corner of the state.
- Travel + Leisure Article** – Carol reported that McCook was named runner up as Best Small Town in America in the Food and Arts category. This came about because we were nominated by a member of Miles Partnership, ad agency for the Nebraska Tourism Commission, that was here last Spring for a Prairie Chicken media tour. While the write-up for Travel + Leisure was a short blurb, the freelance writer left with a dozen other story ideas she plans to pitch to other magazines she contributes to.
- Board Vacancy** – Due to **Curtis’s** change in employment, it does not seem that he will be able to actively participate in the Visitors Committee. Committee members were asked to bring suggestions for someone to fill the vacancy to the October meeting.

New Business:

Promotion Grant Request

- McCook Chamber of Commerce – Heritage Days Activities
Date: October 14, 2023 Amount Requested: \$2,735.00
After discussion, a motion was made by **Kerri** and seconded by **Tyler** not to approve the grant request because while the avenue of promotion (television advertising) as new, there was no significant change to the event itself. The grant application specifies that if an existing event would qualify for the promotion grant if there were plans to expand the event to attract more people from out of town. Since the application lacked this component, it was denied. Motion carried 4/0.

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

Claim Summary – Promotion Fund 0990 879

Visa Statement

• 2-1012 The Studio–Birding Challenge Patches	223.70	
• 2-1751 Post Office Box Rental	114.00	
• 2-1751 Dropbox Subscription	119.88	
• 2-1751 Adobe Subscription	59.11	
• 2-6040 Late Fee	3.37	520.06
2-1751 HonorboundIT Service Plan		50.00
2-6000 August Wages		3,675.00
2-6030 NGPC – 2023 Small Game/Waterfowl Guide		625.00
2-6070 CD Cutting – August Cutting Horse Show		1,250.00
MEDC		
• 2-6040 Kyle Kinne – August Wages		<u>979.25</u>
		\$ 7,099.31

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

Meeting was adjourned at 3:47 p.m.

Respectfully submitted by
Carol Schlegel