

**RED WILLOW COUNTY VISITORS COMMITTEE**

**Tuesday, October 3, 2023**

**3:00 p.m.**

**Keystone Business Center – 2<sup>nd</sup> Floor Boardroom**

**Minutes**

**Presiding:** Daniel Stramel  
**Present:** Tyler Loop, Kerri Unger and Carol Schlegel  
**Absent:** Bill Lesko

**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 **Kerri** to approve the September 5, 2023 minutes. Motion carried 3/0.

**Financial Status:** Balance in Promotion Fund as of September 30, 2023 = \$ 64,671.03  
Balance in Improvement Fund as of September 30, 2023 = \$ 222,722.89  
Balance in Promotion Fund Budget as of Sept 30, 2023 = \$ 127,634.39  
Balance in Improvement Fund Budget as of Sept 30, 2023= \$ 280,623.00

**Old Business: Promotion Grant Follow-Up**

- Prairie Roots Festival  
Date: August 19, 2023 Amount Approved:  
\$2,012.50  
The follow up report was submitted and is acceptable to complete the requirements to be reimbursed.

**YMCA Project Correspondence – Carol** relayed an email received from **Mitch Gross** concerning the Committee’s stance on the YMCA renovation project. While everyone recognizes the need for the renovation, the Committee does not feel that it fits within the mission set forth in state statute. The mission being to provide improvement to facilities and promote the use of said facilities to visitors. Without a coordinated plan to market the facility to tournaments and visitors, it would be a facility primarily for local use and not fulfill our mission. The Committee members will continue to be ambassadors for the effort.

**Committee Vacancy** - Suggestions were given to fill the vacancy left by the departure of **Curtis Smith**. **Joe Townsley** was suggested as a possibly. **Tyler** will contact him to see if he is interested in serving.

**Director’s Report:** **2024 Nebraska Passport Program** – Suggestions were made for businesses to contact, **Axe House** in McCook and **Uppa Crik Hop Yard**

**& Tap Room at Sage Hill Loft** in Parks. Any other suggestions should be forwarded to Carol.

**Kyle Kinne Wages** – Carol reported that **Kyle** has approached the three entities that share funding his wages, **Chamber, MEDC and Visitors Bureau**, to request an increase in compensation to remain above future minimum wage increases. She subsequently met with **Charlie** and **Casey** to discuss the situation. The conversation focused more on the division of **Kyle's** labor than future increases in his hourly rate. The consensus was that **Kyle** spends 85% of his time on **Chamber** activities, 10% on **MEDC** and 5% on **Visitors Bureau** while we are all paying 1/3 of his wages. The **Chamber** is aware that **Kyle** is a more intrinsic part of their organization than the other two and they are prepared to take on more of his wages. It was suggested that the **Visitors Bureau's** share be reduced to 10%. **Daniel** suggested that 10% would be a fair percentage but we would be consider as much as 15%. **Carol** will report back on future developments.

**Norris Institute Donor Appreciation Event for Norris Alley Donors – Thursday, October 12 – 5-6 p.m.** – **Carol** wanted to make sure everyone was aware of this event and to let her know by Monday, October 9 if you are planning on attending so that she can RSVP.

**Creative District Designation** – McCook has recently received a Creative District Designation that makes it eligible for grant funds due to LB943 that was passed by the Unicameral in 2020. One of the programs planned is to create a “48 in 48” tourism program, where visitors disembark from the Amtrak train in McCook – 48 county – and spend two days – or 48 hours – exploring the local art offerings. There may be opportunities in the future for the Visitors Bureau to partner with these efforts.

**New Business:**

**Promotion Grant Request**

- High Plains Historical Society  
Website Development Amount Requested: \$2,030.00  
After discussion, a motion was made by **Kerri** and seconded by **Tyler** to approve the grant request. Motion carried 3/0.

**Central Brochure Distribution / Travel Brochure Distribution** – **Carol** received correspondence that **Central Brochure Distribution (CBD)** of Hays, Kansas has been sold to **Travel Brochure Distribution (TBD)** of Elkhart, Kansas. We have contracted with **CBD** over the past several years to distribute our brochures in Kansas along I-70 and state highways. Our current contract continues until April 30, 2024. The letter is asking for confirmation as to whether or not we will be continue our arrangement with them following the contract. **Carol** recommended that as long as the service remains the same that we continue the contract. **Tyler** made the motion to continue the contract with **TBD**. It was seconded by **Kerri**. Motion carried 3/0.

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

Claim Summary – Promotion Fund 0990 879

Visa Statement

• 2-1751 Norton	121.31	
• 2-1751 Adobe Subscription	59.11	
• 2-1751 GoDaddy.com	<u>239.76</u>	420.18
2-1751 HonorboundIT Service Plan		25.00
2-6000 September Wages		3,675.00
2-6030 Flagship Publishing – CO Life 1/3 pg ad Sept/Oct 2023		615.00
Maly Marketing		
• Hosting – southwestnebraska.com	330.00	
• Hosting – visitmccook.com	<u>300.00</u>	630.00
2-6070 Prairie Roots Festival		2,012.50
MEDC		
• 2-6040 Kyle Kinne – September Wages	868.52	
• 2-2000 Telephone and Internet – Oct-Dec	135.00	
• 2-6040 Rent, Utilities and Cleaning	<u>696.00</u>	<u>1,699.52</u>
		8,462.20

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

Meeting was adjourned at 3:52 p.m.

Respectfully submitted by  
Carol Schlegel