

RED WILLOW COUNTY VISITORS COMMITTEE

Tuesday, May 7, 2024

8:30 a.m.

2nd Floor Boardroom, Keystone Business Center

Minutes

- Presiding:** Daniel Stramel
Present: Tyler Loop, Bill Lesko, Kerri Unger, Andrea Harms and Carol Schlegel
Absent:
Guest:
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 8:33 a.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Kerri** and seconded by **Andrea** to approve the April 2, 2024 minutes. Motion carried 5/0.
- Financial Status:**
- | | |
|---|---------------|
| Balance in Promotion Fund as of April 30, 2024 = | \$ 47,232.27 |
| Balance in Improvement Fund as of April 30, 2024 = | \$ 263,411.20 |
| Balance in Promotion Fund Budget as of April 30, 2024 = | \$ 63,892.28 |
| Balance in Improvement Fund Budget as of Apr 30, 2024 = | \$ 275,623.00 |
- Old Business:**
- UNL Journalism Rural Intern Program – Carol** met with representatives from the MEDC, Hospital, Gazette, City, Schools and Community Foundation. After discussion, it was decided that the Hospital and Gazette would each apply for their own interns. The other entities agreed to write a joint job description and apply for two (2) interns with the Visitors Committee funding ½ of one person’s salary for the summer, or \$3,600. The MEDC would handle the paycheck processing. The time frame is that the interns will be chosen and finalized by Thursday, May 9. **Carol** will keep the Committee informed.
- Facility Rental Grant Follow Up**
- Nebraska NBHA “Falling into Spring” Barrel Race
Dates: April 13-14, 2024 Amount Approved: \$1,500.00
The follow up report was submitted with the appropriate information. The reimbursement will be processed with this month’s claims.
- Director’s Report:**
- Prairie Chicken Dance Tours – Carol** reported that the tours completed three weeks ago with another successful season. Group tour companies are already contacting her for dates in 2025 and she has the go-ahead from Angus to take reservation.
- MEDC/Chamber/Tourism Joint Meeting –** In the past the directors of the three organizations along with 1-2 board members have met to discuss joint projects, to see how we can support each other and to avoid duplicating efforts. We are looking at meeting again and approaching the respective Boards to gauge their interest in meeting with the directors.

When the group was meeting before, **Daniel** and **Curtis** represented the Visitors Committee. Daniel is still interested in attending. **Carol** will keep the Committee informed of any future developments.

McCook Bingo / Passport Companion – Sarah from the Chamber and **Carol** along with **Kyle** have been working on a Bingo card that will be available at The Scoop, the Nebraska Passport Program stop in McCook. This is a concerted effort to introduce Passport participants to other place in McCook and keep them here longer. Businesses will contribute \$20 to the prize package. Printing costs will be split between the Chamber and Visitors Bureau.

New Business:

Nebraska Game and Parks Game Guides – The agreement with Nebraska Game and Parks for their Game Guides has been completed and the time has come to renew. The cost is \$625 per guide for four (4) publications. A motion was made by **Tyler** and seconded by **Bill** to approve the renewal of the agreement for the next year. Motion carried 5/0.

Heritage Hills Golf Course Guide / Scorecard Booklets – Carol received several emails from **Zach John**, Project Manager with Benchcraft Company to advertise in a course guide for Heritage Hills. **Tyler** questioned whether or not this was a legitimate contact because to his knowledge, Heritage Hills has not made any arrangements with them to produce the course guide/scorecard. The Committee collectively decided to pass on the opportunity.

Promotion Grant Request

- McCook Chamber of Commerce – Bash on the Hills/Crazy Days
Dates: June 17-22, 2024 Amount Requested: \$3,380.00
After discussion a motion was made by **Bill** and seconded by **Kerri** to approve the requested amount of \$3,380 for the Bash on the Hills/Crazy Days promotion. Motion carried 5/0

Other Business from the Committee

Kerri asked for a QR code linked to the VisitMcCook.com Events page that could be displayed at the Lodge. **Tyler** and **Bill** indicated that they would also display the sign in their businesses. **Carol** will produce and distribute them around the area.

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

Claim Summary – Promotion Fund 0990 879

Visa Statement

• 2-1751 Adobe Subscription	64.49	
• 2-1751 Microsoft Office 365	283.80	348.29
HonorboundIT		
• 2-1751 Service Plan	25.00	
• 3-0101 Dell Latitude 7340 Notebook	1,991.68	
• 3-0101 Logitech Wireless Keyboard & Mouse	59.99	2,051.67
2-6050 NETA Brochure Swap Registration		125.00
2-6000 April Wages		4,091.67

2-1012 Acme Printing Co. – Birding Challenge Brochures	496.64	
2-6030 PowerPlay Marketing–USA TODAY Go Escape Midwest	1,500.00	
Flagship Publishing		
• 2-6030 CO Life 1/3 page ad	615.00	
• 2-6040 NE Life 1/3 page ad	651.00	1,266.00
3-0101 Eakes – Paper		45.98
2-6070 Nebraska NBHA – “Falling Into Spring” Barrel Race		1,500.00
2-6030 McCook Gazette – SW Nebraska Playbook ½ page ad		<u>300.00</u>
		11,725.25

A motion was made by **Bill** to pay the claims as presented and was seconded by **Tyler**. Motion carried 5/0

The meeting was adjourned at 9:05 p.m.

Respectfully submitted by
Carol Schlegel