

## RED WILLOW COUNTY VISITORS COMMITTEE

Tuesday, July 2, 2024

8:30 a.m.

2<sup>nd</sup> Floor Boardroom, Keystone Business Center

### Minutes

- Presiding:** Daniel Stramel  
**Present:** Tyler Loop, Bill Lesko, Andrea Harms and Carol Schlegel  
**Absent:** Kerri Unger  
**Guest:**
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 8:31 a.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Bill** and seconded by **Andrea** to approve the June 4, 2024 minutes. Motion carried 4/0.
- Financial Status:**
- |   |               |
|---|---------------|
| Balance in Promotion Fund as of June 30, 2024 =         | \$ 41,312.61  |
| Balance in Improvement Fund as of June 30, 2024 =       | \$ 274,644.13 |
| Balance in Promotion Fund Budget as of June 30, 2024 =  | \$ 46,614.68  |
| Balance in Improvement Fund Budget as of June 30, 2024= | \$ 275,623.00 |
- Old Business:**
- 2024-2025 Budget – Carol** presented a revised budget based on the preliminary one that was reviewed last month. The only changes were to the Improvement Fund budget due to the projected income. After discussion **Andrea** made a motion to accept the proposed Promotion Fund and Improvement Fund budgets for the 2024-2025 fiscal year. **Bill** seconded the motion. Motion carried 4/0. **Carol** will submit the required forms to the County Clerk’s office.
- Facility Rental Grant Follow Up**
- Nebraska NBHA 3 Can Jam  
Dates: June 1-2, 2024 Amount Approved:\$1,060.00  
After reviewing the follow up information provided by **Susan Swanson**, the consensus was that it was complete and the grant funds will be processed.
- Director’s Report:**
- Secret Penguin – Carol** participated in a listening session facilitated by Secret Penguin, a marketing firm from Omaha that has been engaged to explore a new comprehensive brand for McCook. Our current brand, “The Capital of Buffalo Commons”, was adopted in 2016. **Carol** is cautiously optimistic that the exercise will result in a brand that will serve all aspects of the community, MEDC, Chamber and Tourism in completing their individual missions. **Carol** will report as new information becomes available.
- Gazette Interview / Coffee Talk – July 24, 2024 – 10-11 a.m. – Sehnert’s – Carol** was interviewed by **Anna LaBay** from the Gazette concerning tourism in Red Willow County. As a result, the Visitors

Committee has been asked to participate in “Coffee Talk” on Wednesday, July 24 at Sehnert’s Bakery. **Carol** and **Daniel** will be attending. Any other Committee members that are available are encouraged to come. Discussion was held about talking about the grant programs, particularly the Improvement Fund grants to gain more applications.

**New Business:**

**Letter of Support for Land Transfer – Susan Doak** approached the Visitors Committee to provide a letter of support for the proposed land transfers at Hugh Butler Reservoir to Frontier County and Swanson Reservoir to Hitchcock County from the Bureau of Reclamation. After discussion it was agreed to provide a letter of support. **Carol** will prepare the letter for **Daniel’s** signature.

**2024-2025 Flagship Publishing Media Buys (Nebraska Life / Colorado Life – Carol** presented a proposal from **Flagship Publishing** which is the same as our previous contract. We have been placing 1/3-page ads in three issues of Nebraska Life and three issues of Colorado Life. **Carol** made the Committee aware that there was a delay in the printing and release of the May/June issue of Colorado Life. Instead of being in subscribers’ homes in late April to early May, it was not mailed until after the first of June, making our ad promoting Buffalo Commons Storytelling Festival ineffective. **Flagship Publishing** has indicated that they will credit us back for the ad cost and that they have resolved the staffing issues that caused the delay. A motion was made by **Tyler** to enter into a contract for the 2024-2025 fiscal year. The motion was seconded by **Bill**. Motion carried 4/0.

**Facility Rental Grant Request, Promotion Grant Request and Sponsorship Request –** There were no requests to consider.

**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 HonorboundIT Service Plan		25.00
2-1012 McCook Chamber – Bingo Cards		400.00
Maly Marketing		
• 2-6030 SouthwestNebraska.com	330.00	
• 2-6030 VisitMcCook.com	330.00	660.00
MEDC		
• 2-6040 Rent – July-September	1,371.00	
• 2-0200 Telephone & Internet-Jul-Sep	180.00	
• 2-6040 Kyle’s Wages	894.00	2,445.00
2-6040 Post Office Box Rental		120.00
2-6050 Cox Johnson Corp – 2025 Omaha Sport Show		830.00
2-6070 Nebraska NBHA 3 Can Jam		1,060.00
3-0101 Eakes – Office Supplies		<u>23.26</u>
		5,601.29

A motion was made by **Tyler** to pay the claims as presented, along with any other bills that are received prior to the submission deadline, and was seconded by **Andrea**. Motion carried 4/0

Claim Summary – Promotion Fund 0990 879

2-6000 June Wages

4,091.67

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

The Committee reviewed the pledges it has made for Promotion, Facility Rentals and Improvements. Discussion was held concerning the \$25,000.00 pledged to the YMCA Capital Improvement Project. **Carol** was directed to contact **Mitch Gross** to inform him that by submitting invoices from the part of the project that have already been paid, we would process the payment. **Carol** is also to let him know that we would entertain another grant application for this project should they be interested in submitting one.

The meeting was adjourned at 9:03 p.m.

Respectfully submitted by  
Carol Schlegel