

RED WILLOW COUNTY VISITORS COMMITTEE

Tuesday, October 1, 2024

8:30 a.m.

2nd Floor Boardroom, Keystone Business Center

Minutes

- Presiding:** Daniel Stramel
- Present:** Bill Lesko, Kerri Unger, Andrea Harms and Carol Schlegel
- Absent:** Tyler Loop
- Guest:** Mitch Gross (YMCA) via telephone and Anna LaBay (McCook Gazette)
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 8:35 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 September 3, 2024 minutes. Motion carried 4/0.
- Financial Status:**
- | | | |
|---|----|------------|
| Balance in Promotion Fund as of September 30, 2024 = | \$ | 54,519.37 |
| Balance in Improvement Fund as of September 30, 2024 = | \$ | 241,701.58 |
| Balance in Promotion Fund Budget as of Sept 30, 2024 = | \$ | 108,237.26 |
| Balance in Improvement Fund Budget as of Sept 30, 2024= | \$ | 297,187.99 |
| Petty Cash Fund Balance | \$ | 66.04 |
- Old Business:**
- YMCA of McCook Capital Improvement Project – Mitch Gross** connected with the Committee via conference call. He reported that during the Community Phase of the capital improvement fundraising campaign, \$470,000 was raised in the initial six (6) weeks. Unfortunately, while not totally unexpected, the total cost of the project is increasing due to construction material costs. After discussion, a motion was made by **Bill** and seconded by **Kerri** to commit another \$25,000.00 to the project. Motion carried 4/0.
- McCook All-Inclusive Playground Sponsorship –** The Visitors Committee reviewed the sponsorship package provided by **Mariah Pierson**. After discussion, a motion was made by **Kerri** and seconded by **Andrea** to commit \$1,000.00 as a “Community Sponsor” to the playground project. Motion carried 4/0.
- Director’s Report:**
- TravelStorysGPS Update – Carol** reported that all of the assets including scripts, recording and images have been forwarded to TravelStorys. She is hopeful that the project can be completed by the end of October. **Carol** also asked if **Bill** would be willing to use coasters with QR codes to promote the tour. He indicated that he would, and **Kerri** also said she would use the coasters at her lodge. **Carol** will be contacting other restaurants to see if they would be interested.
- Prairie Chicken Dance Tours 2025 – Carol** reported that through a glitch on the Prairie Chicken website, she has received her first two reservations for next spring. The 2025 tour schedule has now been set. After contacting the group tour companies that have previously booked six (6) tour dates, **Carol** learned that their tours are either completely sold out or nearly sold out.

New Business:

Facility Rental Grant Request

- McCook Farm and Ranch Expo

Dates: November 22-23, 2024

Amount Requested: \$7,500.00

The Visitors Committee reviewed the submitted application, focusing on the costs of the fairground facilities during the days of the event. After discussion, **Kerri** made the motion, and **Bill** seconded it to approve \$2,000.00 for the rental cost of the Kiplinger and Alice Arenas during the event. Motion carried 4/0.

Acrylic Brochure Displays – **Carol** proposed purchasing brochure displays that could be used in lodging facilities, restaurants, local businesses and other places visitors frequent. The cost of those displays, like ones we purchased several years ago, is \$78.99 each for 25. **Daniel** expressed concern about the upkeep on the displays, in keeping them full. **Carol** will affix her business card to them so that she can be called when refills are needed and will check on them when there are new brochures that need to be put in them. A motion was made by **Kerri** and seconded by **Bill** to purchase 25 acrylic brochure displays. Motion carried 4/0.

This is Red Willow County! Photography Contest – **Carol** proposed a photography contest that would be implemented through Open Class at the Red Willow County Fair. With the approval of the Visitors Committee, she will contact the **Red Willow County Fair Board** to get their approval of the joint venture. It would stipulate that the photo entries be submitted electronically and would then be available to the Visitors Committee to use for marketing purposes. The cost of the program to the Visitors Committee would be \$35 in prize monies. **Carol** reported that this same program has already been approved in Hitchcock and Hayes counties. A motion was made by **Kerri** and seconded by **Andrea** to approve the program so that **Carol** can approach the Fair Board. Motion carried 4/0.

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
2-6030 BAN Advertisement – Fall 2024		400.00
MEDC		
• 2-6040 Rent-Oct-Dec	1,371.00	
• 2-0200 Telephone & Internet-Oct-Dec	180.00	
• 2-6040 Kyle’s Wages-July-Sept	894.00	<u>2,445.00</u>
		2,934.42

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

Claim Summary – Promotion Fund 0990 879

2-6000 September Wages 4,091.67

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

The meeting was adjourned at 9:31 a.m.

Respectfully submitted by Carol Schlegel