

RED WILLOW COUNTY VISITORS COMMITTEE

Tuesday, December 3, 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:** Anna LaBay (McCook Gazette)
- 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 **Kerri** and seconded by **Andrea** to approve the November 5, 2024 minutes. Motion carried 5/0.
- Financial Status:**
- | | | |
|--|----|------------|
| Balance in Promotion Fund as of November 30, 2024 = | \$ | 57,706.23 |
| Balance in Improvement Fund as of November 30, 2024 = | \$ | 221,808.13 |
| Balance in Promotion Fund Budget as of Nov 30, 2024 = | \$ | 95,907.03 |
| Balance in Improvement Fund Budget as of Nov 30, 2024= | \$ | 261,777.53 |
| Petty Cash Fund Balance | \$ | 66.04 |
- Old Business:**
- Acrylic Brochure Displays – Carol** reported that the displays have arrived and she will be distributing them over the next month. Members were encouraged to take the displays with them after the meeting.
- 2024-2025 Visit Nebraska Marketing Grant – Carol** presented the grant application she will be submitting on behalf of the Visitors Bureau. The deadline for submitting the application is December 18. Award announcements will be made on February 14, 2025.
- Improvement Grant Follow-up**
- High Plains Historical Society
Barnes/Sutton/FLW Display Amount Approved: \$ 5,183.00
After reviewing the follow-up information provided on the progress of the project, the consensus was that it fulfilled the requirements under the hardship clause and the grant funds will be processed.
- TravelStorysGPS Update – Carol** reported that marketing the walking tour will be done in conjunction with the “Explore McCook” with App My Community. Since the app has not been launched, marketing has been delayed. Carol will use our Flagship Publishing ads to promote it until we can focus on the community app.
- Director’s Report:**
- Birding Challenge – Carol** reported that she ordered patches this year on Black Friday which resulted in considerable savings. She also reported that the Birding Challenge had also not performed as she had hoped resulting in less than 12 participants per year. She felt that it had been given adequate marketing but did not produce results. After discussion, the Committee decided not to continue the program into 2025.
- Nebraska Museum Association Conference-2027 –** The High Plains Historical Society has been awarded the 2027 conference for the Nebraska Museum Association. Historical Society Board members and site

manager have attended the conference over the past three years and are excited to host it in McCook in April of 2027. The conference has had 75 100 attendees in the years the McCook group have been participating. Carol anticipates that the conference will be held in the Museum and Keystone.

App My Community – Work has been progressing on the “**Explore McCook**” app.

Indianola Historical Society – **Carol** reported she has been made aware of a project the Indianola Historical Society is undertaking to move a one-room schoolhouse into Indianola. She wanted the Committee to be aware that we may be receiving grants from them in the future.

New Business: **Nebraska Traveler 2025 Ad** - After discussion a motion was made by Kerri and seconded by Andrea to approve a 1/3-page ad in the 2025 Nebraska Traveler.

At 8:50 a.m. a motion was made by Kerri and seconded by Bill to go into executive session to discuss Carol’s 2025 contract.

At 8:56 a.m. a motion was made by Bill and seconded by Andrea to come out of executive session.

Director Contract Review and Bonus Recommendations – A motion was made by **Kerri** to renew **Carol’s** contract and increase her salary by 5%. **Tyler** seconded the motion. Motion carried 5/0.

A motion was made by **Kerri** to approve the 10% bonus for 2024. **Tyler** seconded the motion. Motion carried 5/0.

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
2-1751 MEDC – Annual Contribution	1,210.00
2-6030 Flagship Publishing–NE Life 1/3-page ad, Nov/Dec 24	<u>651.00</u>
	1,950.49

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

Claim Summary – Promotion Fund 0990 879

2-6000 November Wages	4,091.67
2-6070 Nanonations – Barnes/Sutton/FLW Kiosk 2 nd half	<u>5,183.00</u>
	9,274.67

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

The meeting was adjourned at 8:58 a.m.

Respectfully submitted by Carol Schlegel