

RED WILLOW COUNTY VISITORS COMMITTEE

Tuesday, February 4, 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:**
- Guests:** Charles Fritsche, Anna LaBay, Sarah Schneider, Linda Taylor, Vicki Malleck, Ken Kircher, Jim Winchell, Veronica Waddell and Paul Schaffert
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 8:28 a.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Old Business:** Agenda was suspended to hear the following agenda item:
Improvement Fund Grant Request
- Indianola Historical Society Amount Requested: \$75,000.00
Relocation of a One-room Schoolhouse and Blacksmith Shop
- A presentation was made by members of the **Indianola Historical Society; Vicki Malleck, Ken Kircher, Jim Winchell, Veronica Waddell and Paul Schaffert**. They detailed the efforts that are being made to move a one-room schoolhouse and blacksmith shop into Indianola. The buildings are being donated by **Vicki Malleck**. Once in place, the Historical Society plans to schedule blacksmithing classes and provide a “pioneer” school experience. The Committee expressed their appreciation for the passion of the Historical Society for this project and their enthusiasm for seeing it through. Some concerns were raised about what allowable expenses are under the statute that established the improvement fund grant. **Carol** will investigate to make sure that anything that is funded is appropriate. At the conclusion of their presentation, the **Indianola Historical Society** departed.
- Minutes:** There was a motion made by **Tyler** and seconded by **Bill** to approve the December 3, 2024 minutes. Motion carried 5/0. No business was conducted in January so there were no official minutes. A summary of claims processed for the month was recorded.
- Financial Status:**
- | | | |
|---|----|------------|
| Balance in Promotion Fund as of January 31, 2025 = | \$ | 63,517.06 |
| Balance in Improvement Fund as of January 31, 2025 = | \$ | 216,661.26 |
| Balance in Promotion Fund Budget as of Jan 31, 2025 = | \$ | 88,588.39 |
| Balance in Improvement Fund Budget as of Jan 31, 2025 = | \$ | 248,684.19 |
| Petty Cash Fund Balance | \$ | 66.04 |
- Old Business:** **Facility Rental Grant Follow-up**
- McCook Chamber of Commerce – Noel on Norris
Date: December 15, 2024 Amount Approved: \$ 520.00
- After reviewing the follow-up information provided, the consensus was that it fulfilled the requirements, and the grant funds will be processed.

Director's Report: **Prairie Chicken Dance Tours – Carol** presented the schedule for 2025 tours. They are as follows:

- March 12-13 – Tour #1
- March 15-16 – WINGS Birding Tours - Sara
- March 17-18 – Tour #2
- March 19-20 – Reefs to Rockies Tour #1
- March 21-22 – Tour #3
- March 25-26 – Reefs to Rockies Tour #2
- March 28-29 – Tour #4
- March 31-April 1 – Reefs to Rockies Tour #3
- April 2-3 – Tours #5
- April 5-6 – Reefs to Rockies Tour #4
- April 8-9 – Tour #6
- April 9-10 – WINGS Birding Tours – Stephanie
- April 11-12 – Tour #7
- April 15-16 – Tour #8
- April 21-22 – Victor Emanuel Nature Tours
- April 26-27 – Red Hill Birding Tours

Reservations are still coming in and **Carol** will contact drivers when she knows what dates she will need help. **Kerri** and **Daniel** indicated that they are available to drive if necessary.

Nebraska Travel Conference – February 11-13, 2025 – Carol will be attending the state travel conference next week in Lincoln. **Sarah Schneider** is also planning to attend.

New Business:

2025 Travel Guide Distribution – A contract with Travel Brochure Distribution, Elkhart, KS, has been received. This company was previously Central Brochure Distribution but was sold last year. **Carol** provided a list of all the 101 distribution locations. The annual fee for this service is \$600.00. A motion was made by **Tyler** and seconded by **Kerri** to approve the contract. Motion carried 5/0.

Red Willow Rodeo Royalty – 2025 Pageant Sponsorship – Carol reported that in the past our sponsorship has consisted of providing the logoed insulated lunch bags as welcome gifts for the contestants and judges. We will continue with this sponsorship.

McCook Chamber of Commerce Membership – After discussion, a Motion was made by **Kerri** and seconded by **Andrea** to approve payment of \$2,500.00 annual dues. Motion carried 5/0.

“Explore McCook” App Coaster Order – Sarah Schneider presented the marketing materials that have been developed to promote the app. One of the items is a two-sided coaster that would be provided to local restaurants. One side of the coaster would promote the Explore McCook app and the other would highlight the historic walking tour. The cost for 150,000, including air shipping, would be approximately \$9,000. She requested that the Visitors Bureau assume a larger share of the cost of the coaster due to the expense of the two-sided project. **Carol** suggested that she and **Sarah** get together and put together a complete printing cost,

including coasters, business cards, posters and window clings so that both organizations know what commitments they are making.

At 9:24 a.m. a motion was made by **Bill** and seconded by **Kerri** to go into executive session to discuss the situation concerning **Carol's** annual report and 2025 contract.

At 9:35 a.m. a motion was made by **Tyler** and seconded by **Bill** to come out of executive session.

No action was taken following the executive session.

Old Business: Improvement Fund Grant Request

- Indianola Historical Society Amount Requested: \$75,000.00
Relocation of a One-room Schoolhouse and Blacksmith Shop

The Committee discussed the Indianola Historical Society grant request further. After discussion a motion was made by **Kerri** and seconded by **Bill** to approve \$20,000.00 to be used to move the schoolhouse and blacksmith shop. Motion carried 5/0.

The Committee also discussed the possibility of this being processed under the hardship clause where the invoice for the move would be paid directly to the moving company if the Indianola Historical Society does not have the funds to wait to be reimbursed. A motion was made by **Bill** and seconded by **Andrea** to approve the usage of the hardship clause if the Indianola Historical Society so desires. 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	
• 2-6050 Freeman Corporation – Omaha Show	<u>442.98</u>	507.47
2-1751 HonorboundIT Service Plan		25.00
2-6070 McCook Chamber of Commerce – Noel on Norris		520.00
2-6030 Flagship Publishing–CO Life 1/3-page ad, J/F25		615.00
Nebraska Game and Parks Commission		
• 2-6030 Turkey Guide – 2025	625.00	
• 2-6030 Fishing Guide – 2025	<u>625.00</u>	1,250.00
2-1751 McCook Chamber of Commerce Dues		<u>2,500.00</u>
		5,417.47

A motion was made by **Tyler** to pay the claims as presented on the agenda with the addition of the Chamber dues and was seconded by **Bill**. Motion carried 5/0

Claim Summary – Promotion Fund 0990 879

2-6000 January Wages		4,296.25
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A motion was made by **Kerri** to pay the claims as presented and was seconded by **Andrea**. Motion carried 5/0

The meeting was adjourned at 9:47 a.m.

Respectfully submitted by Carol Schlegel