

RED WILLOW COUNTY VISITORS COMMITTEE

Tuesday, April 8, 2025

8:30 a.m.

Keystone Business Center – 2nd Floor Boardroom

Committee Members

Daniel Stramel, Chairman

Term Expires - December 31, 2025

Term Expires - December 31, 2025

Tyler Loop, Vice Chairman

Term Expires - December 31, 2025

Kerri Unger

Term Expires – December 31, 2027

Andrea Harms

Term Expires - December 31, 2027

The board reserves the right to go into executive session if such session is clearly necessary for the protection of the public interest or for the prevention of needless injury to the reputation of an individual.

***Denotes Action Item**

TENTATIVE AGENDA

***Approval of Minutes**

Presentation of Financial Status

- Balance in Promotion Fund as of March 31, 2025 = \$ 66,794.16
 - Balance in Improvement Fund as of March 31, 2025 = \$ 217,798.53
 - Balance in Promotion Fund Budget as of March 31, 2025 = \$ 82,135.70
 - Balance in Improvement Fund Budget as of March 31, 2025 = \$ 234,908.69
- Petty Cash Fund Balance \$ 66.04

Old Business

Explore McCook App

- Visitors Committee Marketing
 - Bison Alumni Newsletter \$ 400.00
 - SW Nebraska Travel Guide 287.50
 - USA Today Midwest 1,500.00
 - Nebraska Life (March/April) 651.00
 - Colorado Life (May/June) 615.00
 - Nebraska Traveler 1,600.00
- \$5,053.50

Improvement Grant Follow-up

- Indianola Historical Society Amount Approved: \$20,000.00
Relocation of a One-room Schoolhouse and Blacksmith Shop

New Business

***Promotion Grant Request**

- McCook Chamber of Commerce - Bash on the Bricks
Dates: June 28, 2025 Amount Requested: \$ 3,150.00

***Facility Rental Grant Request (none currently)**

***Sponsorship Request**

- Southwest Nebraska High School Rodeo
Dates: April 18 – 19, 2025 Amount Requested: \$ 1,500.00

***Website Redesign**

***Brochure Design**

Committee Resignations

Director’s Report

Prairie Chicken Dance Tours

NETA Brochure Swap – May 14-15, 2025 – North Platte

Other Business from the Committee

Claim Summary – Promotion Fund 0990 879

Visa Statement

| | | |
|--|----------|-----------------|
| • 2-1751 Adobe Subscription | 64.49 | 64.49 |
| 2-1751 HonorboundIT Service Plan | | 25.00 |
| MEDC | | |
| • 2-0200 Telephone and Internet – April-June | 180.00 | |
| • 2-6040 Rent, Utilities & Cleaning – April-June | 1,371.00 | 1,551.00 |
| 2-6030 Flagship Publishing – NE Life 1/3 pg ad MA25 | | 651.00 |
| 2-1012 McCook Chamber of Commerce – Explore McCook App | | 314.00 |
| 3-0101 Eakes – Paper | | 45.98 |
| | | <u>2,651.47</u> |

***Approval of Claims**

Claim Summary – Improvement Fund 0995 879

| | | |
|-------------------------------------|--|------------------|
| 2-6000 March Wages | | 4,296.25 |
| 2-6070 Indianola Historical Society | | <u>20,000.00</u> |
| | | 24,296.25 |

***Approval of Claims**

Promotion Grant Pledges: Total = \$ 0.00

Facility Rental Grant Pledges: Total = \$.00

Improvement Grant Pledge: Total = \$ 1,000.00

- McCook All-Inclusive Playground Sponsorship

Amount Approved: \$ 1,000.00