

Nebraska Tourism Commission Meeting
Tuesday, October 22, 2019, 9:45 am CST
Ramada by Wyndham North Platte & Sandhills Convention Center
2102 S Jeffers St; North Platte, NE 69101

Commission Chair Roger Kuhn called the meeting to order at 9:47am.

Commissioners present: Darrin Barner, Heritage Homes of Nebraska; Roger Kuhn, Nebraska Game and Parks Commission; Starr Lehl, Scottsbluff Economic Development; Deb Loseke, Columbus/Platte County CVB; Ashley Olson, Willa Cather Foundation; Sarah Sortum, Calamus Outfitters; Jeanna Stavas, Whispering Pines Bed and Breakfast; Barry McFarland, Mac's Creek Vineyards and Winery, Roger Jasnoch, Kearney Visitors Bureau, John Chapo, Lincoln Children's Zoo, Robert Sabin, Hilton Omaha.

Commission staff present: John Ricks, Heather Hogue, Karen Kollars, Jenna Bartja, Michael Collins, Erin Lenz, Shirley Wichman

1. Approval of Meeting Agenda

Commission Chair Kuhn asked for motion to move item #5 to between item #9 and #10 and approve agenda.

Chapo motioned to move item #5 and approve the agenda. Lehl seconded the motion.

Roll call vote – Commissioners in favor: Barner, Chapo, Jasnoch, Kuhn, Lehl, Loseke, McFarland, Olson, Sortum, Sabin, Stavas. Opposed: none. Abstain: none. Motion passed.

2. Community Engagement Presentation – North Platte Area Representative

Lisa Burke - Welcome to North Platte

3. Opened Comment Period for Items on the Agenda

Kuhn opened up the public comment period at 9:55am.

With no members of the public coming forward, Kuhn closed the Public Comment Period at 9:56am.

4. Approval of August 28, 2019 Meeting Minutes

McFarland motioned to approve the meeting minutes from August 28, 2019. Olson seconded the motion.

Roll call vote - Commissioners in favor: Barner, Chapo, Jasnoch, Kuhn, Lehl, Loseke, McFarland, Olson, Sortum, Sabin, Stavas. Opposed: none. Abstain: none. Motion passed.

6. Director's Report and NTC Project Updates – John Ricks and NTC staff

- a. 2018 Economic Impact of Tourism in Nebraska
 - i. New Dashboard Reporting – Leon Aliski with Dean Runyan Associate presented
- b. Passport Update – Madison Schlake

- c. Travel Counselor Program* - Michael Collins presented update and possible locations for next year.

Barner made motion to wait until January to vote on visitor center locations. Loseke seconded the motion.

Roll call vote – Commissioners in favor: Barner, Chapo, Jasnoch, Kuhn, Lehl, Loseke, McFarland, Olson, Sortum, Sabin, Stavas. Opposed: none. Abstain: none. Motion passed.

- d. Travel Conference RFPs* - Karen Kollars presented update on RFPs for future years

Stavas made motion to approve proceeding with Travel Conference RFPs for years 2023-2024 and 2025. Jasnoch seconded the motion.

Roll call vote – Commissioners in favor: Barner, Chapo, Jasnoch, Kuhn, Lehl, Loseke, McFarland, Olson, Sortum, Sabin, Stavas. Opposed: none. Abstain: none. Motion passed.

- e. Agritourism & Adventure Travel Workshop Update* - Karen Kollars presented budget

Loseke made motion to approve budget for Agritourism & Adventure Travel Workshop in Nebraska City in 2020. McFarland seconded the motion.

Roll call vote – Commissioners in favor: Barner, Chapo, Jasnoch, Kuhn, Lehl, Loseke, McFarland, Olson, Sortum, Sabin, Stavas. Opposed: none. Abstain: none. Motion passed.

- f. Marketing Grant Program – Heather Hogue presented update

7. Financial Update and Finance Committee Report – Commissioner Stavas

a. Budget status review:

Stavas went through spreadsheets that were previously distributed. Director Ricks spoke about the budget spreadsheet, budget narratives, the record lodging-tax money and the status of the tourism promotional cash fund. Commissioners discussed various elements.

Motion to accept status review as presented by Loseke. Lehl and Jasnoch seconded the motion.

Roll call vote – Commissioners in favor: Barner, Chapo, Jasnoch, Kuhn, Lehl, Loseke, McFarland, Olson, Sortum, Sabin, Stavas. Opposed: none. Abstain: none. Motion passed.

b. Lodging Tax Performance Discussed Finance Report

8. Legislative Committee Report – Commissioner Jasnoch

Jasnoch presented update on Legislative Luncheon. Dates will be February 12, 2020 in Nebraska State Education Association Building.

9. Marketing Committee Report – Commissioner Chapo

- a. Marketing Report – Chapo presented overview of marketing campaign.
- b. Strategic plan update – Ricks gave presentation on strategic planning.
- c. Promotional merchandise - Ricks gave update on sales to date.

5. Commission Chair report – Commissioner Kuhn

- a. The following items will be voted on at the October 22 meeting:
 - i. Locations and dates of 2020 Commission Meetings*

January 27 – video conference

February 25 – Agri Tourism Workshop – Nebraska City

May 12 – Brochure Swap

August – Western Nebraska – Scottsbluff

Oct 20 – Travel Conference – Grand Island

Motion to approve tentative dates set made by Loseke. Barner seconded the motion.

Roll call vote – Commissioners in favor: Barner, Chapo, Jasnoch, Kuhn, Lehl, Loseke, McFarland, Olson, Sortum, Sabin, Stavas. Opposed: none. Abstain: none. Motion passed.

- ii. Election of Commission Executive Board Officers*

Motion of officers to stay in current position another year was made by Chapo. McFarland seconded the motion.

Roll call vote – Commissioners in favor: Barner, Chapo, Jasnoch, Kuhn, Lehl, Loseke, McFarland, Olson, Sortum, Sabin, Stavas. Opposed: none. Abstain: none. Motion passed.

10. New business

Meeting on January 27 will be as a video conference

11. Adjourn

At 11:32am Sortum motioned to adjourn. Chapo seconded the motion.

Roll call vote – Commissioners in favor: Barner, Chapo, Jasnoch, Kuhn, Lehl, Loseke, McFarland, Olson, Sortum, Sabin, Stavas. Opposed: none. Abstain: none. Motion passed.

Respectfully submitted by Shirley Wichman