

Nebraska Tourism Commission Meeting  
July 22, 2020 at 1:00pm CST  
Holiday Inn, Ballroom #1  
110 Second Avenue  
Kearney, NE 68847

**Chairman of the Meeting: Commissioner Roger Kuhn, Chair**

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Commission Chair Roger Kuhn called the meeting to order at 1:00pm

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

Commissioner absent: John Chapo, Lincoln Children's Zoo.

Commission staff present: John Ricks and Shirley Wichman

**1. Welcome and Approval of Agenda**

Commission Chair Kuhn thanks Commissioner Jasnoch for hosting the meeting, welcomed commissioners and asked for motion to approve agenda.

Jasnoch motioned to approve the agenda. Barner seconded the motion.

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

**2. Public Comment Period for items listed on the Agenda**

Kuhn opened up the public comment period at 1:08pm.

With no members of the public coming forward, Kuhn closed the Public Comment Period at 1:09pm.

**3. Marketing Partner Contract Renewals**

Ricks went through Marketing Contract Renewal information that was previously distributed. Motion to extend the contract for the three partners, Vladimar Jones, Miles Partnership, and Turner for the year September 2020-September 2021 by Loseke. McFarland seconded the motion.

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

#### **4. 2020 Nebraska Tourism Conference**

Director Ricks gave update on current situation, budget, sponsors and presented plans of doing webinars on several topics that week instead. Ricks made the recommendation of cancelling for this year.

Commissioners discussed options for and against cancelling. There was also discussion on a hybrid or virtual path. The health and well-being of all was most important.

Motion to table decision and look into budget, speakers, hybrid specifics, venue options until the August meeting made by Stavas. Seconded by Barner.

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

#### **5. Discussion of Planning Efforts and Commission Priorities**

Victoria Simmons showed presentation on Strategic Plan Outline. Discussion by commissioners on key leaders and decision makers in industry. Identify a model to look at, if they have identified that vision and have marketed it well, how do we do that to identify those groups. Commissioners went through Tourism Pillars and prioritized and identified goals.

Commission Chair Kuhn thanked Victoria for her work and commented the framework is good to build on.

#### **6. Adjourn**

At 5:05 Stavas motioned to adjourn. Sabin seconded the motion.

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

Respectfully submitted by Shirley Wichman