

Nebraska Tourism Commission Meeting

March 24, 2022, at 10:00am CST at the following location:

Crowne Plaza
707 Talmadge St
Kearney, NE 68845

Commissioner Chair Roger Jasnoch called the meeting to order at 10:00 am.

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

Commissioners absent: Starr Lehl, Scottsbluff Economic Development

Commission staff present: John Ricks, Karen Kollars, Callie Austad, Shirley Wichman

1. Approval of Meeting Agenda

Commission Chair Jasnoch welcomed the commissioners; introductions were made; and Jasnoch asked for motion to approve agenda.

McFarland motioned to approve the agenda. Chapo seconded the motion.

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

2. Public Comment Period for items listed on the Agenda

Jasnoch opened the public comment period at 10:18am.

With no members of the public coming forward, Jasnoch closed the public comment period at 10:19am

3. Approval of January 27, 2022, Meeting Minutes

Jasnoch requested motion to approve the January 27, 2022 meeting minutes.

Olson motioned to approve the meeting minutes from January 27, 2022. Olson seconded the motion.

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

4. Financial Update and Finance Committee Report – Commissioner Stavas

Stavas went through spreadsheets that were previously distributed. Director Ricks spoke about the budget spreadsheets, budget narratives through a PowerPoint presentation pointing out various elements of financials and expenses. Discussion on gas prices, that people will still go, but may spend less. Also, discussion on increasing spending authority to \$10 million in next legislative session. There was discussion for finance committee to visit the amount of \$250,000 in reserve fund.

Motion to accept status review and financials as presented by Loseke. McFarland seconded the motion.

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

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

- a. AARPA non-competitive funds status – Director Ricks went over meeting that was had with DED. Discussion and decision made to appoint sub-committee and get with fiscal analyst. Commissioner Jasnoch will get with members.
- b. Travel Counselor Update – Director Ricks went over material that was handed out regarding budget, number of counselors and number of locations. Discussion on materials.

Motion to approve budget, and locations as discussed by Stavas. Chapo seconded the motion.

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

- c. Ideas for Travel Conference Topics and Breakout Sessions – Callie gave update on travel conference. Spent ten minutes on discussion of ideas for breakout sessions.

6. Commission Committee Reports

- a. Legislative Committee/NETA Legislative Update – Commissioner Lehl was absent. Commission Jasnoch gave update on bills that NETA is monitoring. LB59 is in the second reading stage.

- b. Marketing Committee - Commissioner Chapo

Chapo deferred to John Ricks for marketing updates. Director Ricks said the RFP for marketing zoom had 23 people in attendance. The governor signed a proclamation for the Sandhill Crane to become the State Migratory Bird of Nebraska. John gave presentation on marketing campaign. Talked on broader outreach of marketing this year. Commissioners discussed various elements of the campaign.

Motion made by Sabin to approve the media campaign budget as presented. Barner seconded the motion.

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

7. **Commission Chair Report - Commissioner Jasnoch** – Gave report on the new Hotel/conference center and thanked everyone for going on the tour prior to the meeting. Hoped everyone enjoyed the crane tour and viewing last night.

8. **New Business**

- a. Upcoming meetings: Discussion and agreement on the following dates:
May 17-18 – North Platte, Meeting on May 17, 2pm
August –Date TBA
October 25-27 – South Sioux City

9. **Adjourn**

At 11:57 McFarland motioned to adjourn. Second was made by Olson.

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

Respectfully submitted by Shirley Wichman

***Denotes Action Item**

Open Meetings Law of the State of Nebraska will be available in the meeting room. Proposed agenda, posted March 21, 2022, kept current and available for inspection on the Commission's website, visitnebraska.com. Items of an emergency nature may be added to the agenda by the Commission at the meeting. The Commission reserves the right to enter into closed session, should a closed session be necessary.