Nebraska Tourism Commission Meeting
April 24, 2013 – 10:00 am
MRB Lewis & Clark Center, Nebraska City

Commission Vice-Chair Jeff Boeka called the meeting to order at 10:04 am.

Commissioners and staff present at the meeting: Dana Markel, Greater Omaha CVB; John Chapo, Lincoln Children's Zoo; Jeff Boeka, Holiday Inn Express North Platte; Roger Kuhn, Nebraska Game & Parks Commission; Deb Loseke, Columbus/Platte County CVB; Kathy McKillip, Nebraska Tourism Commission; Heather Hogue, Nebraska Tourism Commission.

Present via conference call-in: Mitch Glidden, Sandhills Motel & Glidden Canoe Rental of Mullen; Mike Kesselring, High Plains Homestead of Crawford; Tony Moody, John Q. Hammons Hotels.

Audience members present: Rebecca Turner, Nebraska City Tourism.

Approval of Meeting Agenda

Mike Kesselring motioned for approval of the meeting agenda. Tony Moody seconded the motion. Motion carried.

Approval of March 27, 2013 Meeting Minutes

John Chapo motioned to approve the minutes from the March 27, 2013 Nebraska Tourism Commission Meeting. Roger Kuhn seconded the motion. Motion carried.

Financial Update

John Chapo reviewed the current agency budget status report. John Chapo motioned to approve the financial report as presented. Tony Moody seconded the motion. Motion carried.

Chairman's Report

Mike Kesselring addressed the potential meeting date changes for upcoming Commission Meetings. A potential meeting schedule was distributed to all Commissioners. Dana Markel motioned for the Commission to adopt option B as presented on the meeting schedule, to take effect beginning August of 2013. This motion also adds an addendum to the existing Commission's Governance Principles in that Executive Officer elections will now take place in the month of August, rather than July as originally scheduled. John Chapo seconded the motion. A roll call of all Commissioner's votes resulted:
Commissioner Boeka – in favor
Commissioner Chapo – in favor
Commissioner Dixon – no present
Commissioner Glidden – in favor
Commissioner Kesselring – in favor
Commissioner Kuhn – in favor
Commissioner Loseke – in favor
Commissioner Markel – in favor
Commissioner Moody – in favor
Motion passed.

Mike Kesselring motioned to set a special meeting date on June 27th to make decisions regarding upcoming Marketing RFP evaluations. Tony Moody seconded. Motion passed.

2013 Officer Elections

Mike Kesselring stated he would like to be considered for the Executive Officer position of Commission Chair for an additional year. Mike Kesselring asked the group to be prepared to present any officer nominations at the June 27th special meeting, to be voted upon at the August 2013 meeting.

Commission Committee Reports

Deb Loseke noted that the Best Practices of Lodging Tax Dollars Committee has invited industry members Jeff Maul of the Lincoln CVB and Kim Kwapnioski of the Norfolk CVB to join the committee.

Mike Kesselring noted that Jeff Boeka, Roger Dixon, Roger Kuhn and John Chapo are the members of a designated sub-committee to review and evaluate the upcoming Marketing RFPs when submitted. This sub-committee will be required to review, participate in any oral interviews, and evaluate/score all proposals. Jeff Boeka was appointed Chair of this committee by Mike Kesselring.

Commission Leadership and Vision Strategies

Mike Kesselring distributed a recommended area of focus for the following year that would include the following three items:

1. Continue, conclude and publish the findings of the Best Practices in consideration of county lodging tax investments.
2. Further refinement and industry wide communication of the State Tourism Marketing Plan.
3. Development of a new model for evaluating the value and performance of Nebraska Tourism.

Dana Markel noted the above goals will bring about the discussion once again of defining "tourism." Kathy McKillip noted that the marketing plan is presented annually at the Travel Conference, as well as submitted bi-annually to the legislature with the budget information. The visitnebraska.com website also displays the Marketing Outlook information for public viewing.

Director's Report

Kathy McKillip discussed current project and distributed the first quarter staff reports.

Roger Kuhn motioned to adjourn at 1:00pm. Dana Markel seconded the motion. Motion passed. Respectfully submitted by Heather Hogue.