

**Nebraska Tourism Commission Meeting**

**Wednesday, August 29, 2018 – 10:00 a.m.**

**The Chocolate Bar – Grand Island, Neb.**

Commission Chair Deb Loseke called the meeting to order at 10:11 a.m.

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

Commission staff present: John Ricks, Jenn Gjerde, Alex Duryea, Erin Wirth, Bryce Arens, Erin Lenz, Alisha Simonson, Karen Kollars

**1. Approval of Meeting Agenda**

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

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

**2. Open Comment Period for Items on the Agenda**

Loseke opened the public comment period at 10:14 a.m.

No comments

Loseke closed the public comment period at 10:14 a.m.

**3. Approval of May 8, 2018 Meeting Minutes**

McFarland motioned to approve the meeting minutes from the May 8, 2018 meeting. Dixon seconded the motion.

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

**4. Financial Update and Finance Committee Report**

Jasnoch shared that the finance committee has met multiple times in preparation for the upcoming FY19-21 Biennial Budget Request, which is due in September. Jasnoch went through some paperwork and numbers 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 of all.

McFarland motioned that the commission approve the finance report and update. Chapo seconded the motion.

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

Jasnoch motioned that the commission approve the agency Biennial Budget Request for FY19-21 as previously presented. Kuhn seconded the motion.

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

## **5. Commission Chair Report**

Loseke thanked Grand Island and The Chocolate Bar for hosting the August Commission meeting. She also announced that a proposed slate of new Commission officers will be presented at the October meeting.

## **6. Director's Report**

### **A. Lodging Tax Performance**

Ricks recapped the FY17/18 record setting numbers.

### **B. Staffing**

Ricks announced that eco-tourism consultant, Alex Duryea, is taking a job with the Game and Parks Commission and that his position is being filled ASAP.

### **C. Tourism Promotional Cash Fund status**

Ricks explained that this account is up, running and currently collecting ad dollars from the 2018 Travel Guide and VisitNebraska.com.

### **D. Denver Stock Show**

Ricks told commissioners that Nebraska Tourism is currently looking at a \$44,000 Stock Show sponsorship for 2019.

## **7. Commission Committee Reports**

### **A. Policy & Procedures**

#### **I. Rules & Regulations**

Kuhn shared that the committee met over a month ago and since that time the governor's office had approved the grant regulations.

### **B. Tourism Marker**

Jasnoch asked that the staff push out some announcements on the program to help spread the word.

### **C. Marketing**

Marketing Manager, Jenn Gjerde, provided commissioners with a handout with stats for VisitNebraska.com, the 2018 Travel Guide, the 2018 Passport program and 2018 media tours.

Ricks gave an overview to commissioners of the upcoming marketing campaign that will be premiered at the 2018 conference.

#### **8. NETA Legislative Update**

Jasnoch told commissioner that NETA will host a luncheon with Nebraska state senators on February 1, 2019, 11:30 a.m. More details to come.

#### **9. Grant Update**

Loseke provided commissioners with a proposed grant calendar:

October 16, 2018- Guidelines available

December 14, 2018- Deadline for applications

February 1, 2019- Award announcement

Lehl motioned to approve the calendar as presented. Jasnoch seconded the motion.

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

#### **10. 2018 Conference Budget Review**

Agri-tourism consultant and conference planner, Karen Kollars, provided a handout and discussed the current conference budget with commissioners.

Lehl motioned to approve budget. Dixon seconded the motion.

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

#### **11. Commission Meeting Schedule**

##### **A. Discuss potential video conference meetings in 2019**

Commissioners discussed a potential meeting plan for 2019 that included 1-2 video conferences.

The potential plan was as follows:

January- Video Conference, Home base TBD

February- Ord, coinciding with the 2019 Agri/Eco-Tourism Workshop

May 14- Seward or Broken Bow

August 28- Grand Island

October 22- North Platte, coinciding with the 2019 Nebraska Tourism Conference

#### **12. New Business**

##### **A. Next Meeting**

October 16, 2018 in Nebraska City

**Adjourn**

At 11:46 a.m. Dixon motioned to adjourn. Olson seconded.

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

Respectfully submitted by Jennifer Gjerde.