

Nebraska Tourism Commission Meeting
February 23, 2015 – 1:00 pm
Holiday Inn Hotel & Convention Center - Kearney

Commission Chair John Chapo called the meeting to order at 1:02 pm. Round table introductions.

Commissioners and staff present at the meeting: John Chapo, Lincoln Children's Zoo; Deb Loseke, Columbus/Platte County CVB; Roger Jasnoch, Kearney Visitors Bureau; Lisa Burke, North Platte CVB; Carol Schlegel, Red Willow County Tourism; Roger Kuhn, Nebraska Game & Parks Commission; Tony Moody, John Q. Hammons Hotels & Resorts; Roger Dixon, MECA of Omaha; Kathy McKillip, Nebraska Tourism Commission; Angela White, Nebraska Tourism Commission; Heather Hogue, Nebraska Tourism Commission.

Audience members signed-in:

Rich Claussen, Karla Niedan-Streeks, Kim Kwapnioski, Jill Heggen, Brad Mellema, Kevin Howard, Colette Fernandez and Brenda Leisy.

Public Comment signed-in:

Kim Kwapnioski and Kevin Howard.

Approval of Meeting Agenda

Roger Kuhn motioned to approve the meeting agenda. Tony Moody seconded. Kathy McKillip noted agenda item 8b was intended to be spelled Jacht Club, referring to University of Nebraska's marketing group. Motion passed.

Open Comment Period for Items on the Agenda

John Chapo, Commission Chair opened the public comment period at 1:05pm. Comments presented by:

- Kim Kwapnioski, Chair of NACVB presented a letter on behalf of the Nebraska Association of Convention & Visitors Bureaus.
- Kevin Howard commented on the Commission's attendance at the 2015 National Western Stock Show event in Denver, CO.

Roger Dixon motioned to close public comment period. Roger Jasnoch seconded. Motion passed at 1:10pm.

Approval of October 21, 2014 and January 15, 2015 Meeting Minutes

Deb Loseke motioned to approve the minutes from October 21, 2014 and January 15, 2015 meetings. Roger Dixon seconded. Motion passed.

Financial Report

Deb Loseke, Commission Treasurer, presented the current budget report. Tony Moody motioned to approve financials as presented. Roger Kuhn seconded. Motion passed.

Chairman's Report

John Chapo appointed a Financial Committee: Deb Loseke as Committee Chair, Lisa Burke, Roger Kuhn and Roger Dixon as Committee members.

Commission Committee Reports

Lisa Burke noted the Tourism Conference Committee continues to move forward with recommendations for the upcoming conference. The Beekman Boys 1802 have been confirmed to speak at the conference. Deb Loseke noted the Best Practices and Guiding Principles Committee had nothing new to report at this time.

Marketing Update/Interactive Web Review

Rich Claussen of Bailey Lauerman presented the group with a marketing update with current content and engagement statistics from the VisitNebraska.com website. Rich Claussen noted components of the Commission's ad series were recently given top honor of Best of Show, 14 Gold and 6 Silver awards at the Nebraska Addys, which will qualify components of the ad series for the District Addys and National Addys. Jill Heggen of Swanson Russell updated the group regarding the upcoming media tours and promoting the Passport Program to more than 36,000 employees of in-state partner corporations.

Director's Report

Kathy McKillip updated the group regarding the Commission's attendance at the 2015 National Western Stock Show. Lisa Burke distributed a letter from the Western Nebraska Tourism Coalition in appreciation of the Commission's sponsorship of the National Western Stock Show. Kathy McKillip also updated the group on the following items:

- 2015 Nebraska Passport Program
- Upcoming media tours
- Press Room web pages at VisitNebraska.com have been revamped
- Quarterly Industry Webinars are scheduled to keep all industry members abreast of new developments with the Commission and projects
- Monthly Educational Webinars are being continued to educate industry members
- Legislative bill updates, the Commission's budget hearing is March 11, 2015
- Partnerships with University of Nebraska's Jacht Club
- Desk audits for Commission staff reclassification and additional staffing needs
- Advertising on Broadway in New York, NY Time Square
- Commission meeting minutes are available within 10 days of a meeting at the Commission office in Lincoln and will be posted on the website once approved

Grant Updates

Heather Hogue noted the Commission received 52 applications for funding in the 2015-2016 Nebraska Tourism Marketing Grant program requesting more than \$530,000 in funding. Project awards will be announced March 13, 2015. Community Impact Grant applications are available now, with a deadline of March 16th.

New Business

Carol Schlegel introduced discussion regarding teleconferencing availability at future Commission meetings, followed by round table discussion.

Roger Jasnoch motioned to have public comment periods at beginning of each Commission meeting, only for items listed on the agenda. Roger Kuhn seconded. Motion passed.

Tony Moody motioned to approve upcoming meeting dates:

- May 6, 2015 (location TBA)
- September 1, 2015 (State Fair Park in Grand Island)
- October 20, 2015 (Tourism Conference in Columbus)
- January 14, 2016 (Senator Luncheon at State Capitol in Lincoln)

Roger Jasnoch seconded. Meeting dates approved. John Chapo, Commission Chair, will decide upon a location for the May 6 meeting.

Tony Moody motioned to adjourn. Roger Jasnoch seconded. Meeting adjourned at 2:43pm. Respectfully submitted by Heather Hogue.