

## **Nebraska Tourism Commission Meeting**

**January 12, 2017 – 1:15 p.m. (CST)**

**Lincoln Community Foundation - Lincoln, Neb.**

Commission Chair Deb Loseke called the meeting to order at 1:14 p.m.

Commissioners present: Deb Loseke, Columbus/Platte County Convention and Visitors Bureau; Roger Jasnoch, Kearney Visitors Bureau; Lisa Burke, North Platte Convention and Visitors Bureau; Carol Schlegel, Red Willow County Tourism; Roger Kuhn, Nebraska Game and Parks Commission; Tony Moody, John Q Hammons Hotels & Resorts; Roger Dixon, MECA.

Commission staff present: John Ricks, Heather Hogue, Angela Sears, Jenn Gjerde, Alex Duryea, Micheal Collins, Lisa Karnatz, Shelley Reed and Erin Wirth

### **Approval of Meeting Agenda**

Tony Moody motioned to approve the meeting agenda. Roger Jasnoch seconded the motion.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

### **Public Comment Period for Items Listed on the Agenda**

Deb Loseke, Commission chair, opened the public comment period. Comments presented:

Todd Kirshenbaum introduced himself as the Nebraska Travel Association chair and welcomed executive director John Ricks to his role. Kirshenbaum then praised the work of the Through My Eyes campaign and gave his support for the media tours.

With no other members of the public coming forward, Deb Loseke closed the public comment period.

### **Approval of November 18, 2016 Meeting Minutes**

Roger Kuhn motioned to approve meeting minutes from November 18, 2016. Tony Moody seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

### **Financial Update and Finance Committee Report**

Lisa Burke shared that a finance committee meeting was held the morning of January 12 and that the Governor's Budget Recommendations for FY16-17 budget adjustments issued Jan. 5, 2017 remove \$10,000 of general funds from the current FY16-17 budget, as well as removes \$17,452 of FY15-16 reappropriated general funds from the current budget. She also highlighted the financials listed below.

*Lodging Tax Dollars report:*

*October 2016: \$464,962.75*

*October 2015: \$532,005.79*

*Overall through October the commission is up compared to October 2015:*

*Through October 2016: \$4,806,461.83*

*Through October 2015: \$4,663,704.66*

*That's a difference of \$142,757.17 and a percent change of 3.06%*

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*As of January 11, 27% (\$151,643.64 of \$558,726.41) of the general fund for FY2016-17 was spent and 28% (1,896,810.62 of 6,567,218.63) of the cash funds are spent. A full report from the Department of Administrative Services was provided in the meeting packets.*

Carol Schelgel motioned that the commission approve the finance report and update. Roger Kuhn seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

**A. Status of evaluation criteria model for tourism project**

Deputy Director Heather Hogue shared with the commission that Tourism Economics provided their report by the December deadline and that the report has been submitted to the legislature's appropriations committee, as required by the legislative mandate.

**Commission Chair Report**

**A. Commission Appointments**

Deb Loseke updated the commission on the reappointments of Carol Schlegel (representative from the Nebraska Association of Convention and Visitors Bureaus), Tony Moody (representative from a business that derives a majority of its revenue from out-of-state visitors), Roger Dixon (representative who resides in eastern Nebraska and is employed by a business that derives a majority of its revenue from out-of-state visitors) and Roger Kuhn (representative from Nebraska Game & Parks Commission). Also, Mitch Glidden was appointed as the new Commission representative from the Nebraska Hotel and Motel Association, replacing Jeff Boeka.

**B. Executive Director Salary Discussion**

A copy of John Ricks acceptance letter was provided in the meeting packet.

Roger Dixon motion to approve John Ricks letter of hire. Lisa Burke seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

**Director's Report**

In his fourth day on the job new executive director John Ricks reported that he's settling in and looking forward to his future with Nebraska Tourism.

### **Commission Committee Reports**

#### **A. Tourism Conference Committee**

Lisa Burke shared with fellow commissioners that the 2016 Conference ended with finances in the black, that the RFP for the 2018 and 2019 conferences will go out on January 16 and that the 2017 conference will be in LaVista with the shortened days and return of the banquet.

#### **B. Policy and Procedures Committee**

##### **I. Draft Rules and Regulations**

Roger Kuhn reported that the rules and regulations committee is busy at work focusing on three items--- tourism markers, grants and the tourism conference cash fund. The Committee met in December and is now talking with other agencies regarding how to structure the rules and regulations. Kuhn reported that a final draft will come before the commission for approval when complete.

#### **C. Tourism Marker Committee**

Roger Jasnoch reported that the Marker Committee has sent out a request for purchasing information to four companies that could produce the markers. The committee is still working on marker requirements that will be presented at a later meeting.

#### **D. Marketing Committee**

##### **I. 2.0 Marketing Phase Updates**

Roger Dixon and Angela Sears gave a quick update to the Through My Eyes campaign and Sears passed out a year in review snapshot showing commissioners 2016 website results and more.

##### **II. Marketing, Web, Public Relations and Media Tours RFPs**

Commissioners discussed going out for RFP's on new contracts.

Lisa Burke motioned to open the RFP process. Roger Jasnoch seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

### **NETA Legislative Update**

Roger Jasnoch shared that the Senators luncheon was held on January 12 where a big topic of discussion was LB222, which would restructure the commission. He said the committee and other industry members have begun their weekly conference calls to keep anyone informed of legislative bills that could affect the commission. To get on the conference call list folks should contact Carol Schlegel.

### **Grant Update**

Heather Hogue reminded Commissioners that the Commission still has about \$170,000 remaining to award this fiscal year but advised that the Commission wait until their February meeting to decide if the grant cycle should be opened. It is hopeful that the current fiscal year's budget reductions will be finalized by then, and can further decide grant cycle options in the February meeting.

#### **Agri/Eco-Tourism Workshop 2018 partnership opportunity**

Alex Duryea and Katie Nieland with the Great Plains Art Museum presented an idea to Commissioners to partner for the 2016 Agri/Eco-Tourism Workshop. They explained that this one-time partnership would merge the Workshop and the annual Great Plains Symposium and be held in Kearney in April of 2018. The two gave a short presentation and answered financial questions from commissioners.

Roger Jasnoch motioned to approve the partnership. Carol Schlegel seconded.

All commissioners in favor. Not present: Roger Dixon. Opposed: none. Abstain: none. Motion passed.

#### **New Business**

##### **A. Upcoming Commission Meetings**

February 23: Broken Bow, Agri/Eco Workshop (10:00 a.m.)

May 2: Norfolk (1 p.m.)

August 22: Kearney (10:00 a.m.)

October 17: LaVista, Nebraska Tourism Conference (1:00 p.m.)

#### **Adjourn**

Roger Dixon motioned to adjourn the meeting. Roger Jasnoch seconded.

All commissioners in favor. Opposed: none. Abstained: none. Motion passed.

Meeting was adjourned at 2:35 p.m.

Respectfully submitted by Jennifer Gjerde.