

**Nebraska Tourism Commission Meeting**  
**May 6, 2015 – 10:30 am**  
**Red Cloud Opera House – Red Cloud**

Commission Chair John Chapo called the meeting to order at 10:38 am.

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; Tony Moody, John Q. Hammons Hotels & Resorts; Roger Dixon, MECA of Omaha; Jeff Boeka, Holiday Inn Express Hotel & Suites of North Platte; Kathy McKillip, Nebraska Tourism Commission; Heather Hogue, Nebraska Tourism Commission.

Audience members signed-in:  
Rich Claussen

Public Comment signed-in:  
None

**Approval of Meeting Agenda**

Tony Moody motioned to approve the meeting agenda. Roger Dixon seconded. Kathy McKillip noted John Kaatz will be phoning into the meeting at 12:15pm regarding agenda item 8 e. Motion passed.

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

John Chapo, Commission Chair opened the public comment period at 10:40am. No comments were presented. Tony Moody motioned to close public comment period. Roger Jasnoch seconded. Motion passed at 10:41am.

**Approval of February 23, 2015 Meeting Minutes**

Roger Dixon motioned to approve the minutes from February 23, 2015. Tony Moody seconded. Motion passed.

**Financial Update and Finance Committee Report**

Deb Loseke, Commission Treasurer, presented the current budget report and reviewed the Commission spending breakdown of marketing costs from Bailey Lauerman. The Tourism Commission's Fiscal Year 2015-2016 & 2016-2017 budget (as proposed by the Appropriations Committee) was distributed. Kathy McKillip noted that state aid general funding for the Tourism Marketing Grant Program is removed in the proposed budget. If the budget passes as proposed, the Tourism Marketing Grant Program will not be funded, therefore the Commission would not open the application process in the fall of 2015. Jeff Boeka motioned to approve financials as presented. Roger Dixon seconded. Motion passed.

**Chairman's Report**

A list of Commission committees was distributed to the group. John Chapo noted that updates from the nominating committee will be discussed at the next meeting on September 1 in Grand Island. John Chapo will be sending out evaluation criteria for a bi-annual review of the Tourism Commission's Executive Director to all commissioners in July, the deadline for feedback will be August 1. The executive committee will review feedback and John Chapo will report the results for discussion in an executive session at the September 1 meeting.

### **Commission Committee Reports**

Deb Loseke noted some great speakers have been planned for the upcoming Tourism Conference in Columbus, and that Commission staff/conference planner Micheal Collins has requested feedback from the Tourism Conference Committee regarding speaker recommendations and conference agenda planning. Deb Loseke noted the Best Practices and Guiding Principles Committee had nothing new to report at this time. Roger Jasnoch reviewed recent updates from the NETA Legislative Committee.

### **Marketing Update/Public Relations Review**

Rich Claussen of Bailey Lauerman presented the group with 2015 Nebraska Passport Program promotions, reviewed ad placements and noted the 2016 Media Kit will be available next week. The University's Jacht Club Ad Lab will be doing a pilot video program featuring "millenials capturing nice moments in Nebraska of millenials" – to be distributed via social media and digital platforms. Kathy McKillip noted the Commission will partner with SiriusXM Radio in partnerships offering 52 one-hour radio shows on Saturdays for year. The radio shows will feature destinations and activities across the state and will also offer advertising during the shows to Nebraska entities.

### **Director's Report**

Kathy McKillip updated the group regarding the Commission's monthly educational webinars, 2015 Passport Program marketing and staffing updates in the Commission office. John Kaatz phoned into the group to discuss the possibility of creating a Phase 2 Strategic Plan for future growth of the Commission and to outline priorities moving forward. Roger Jasnoch motioned to pursue drafting Phase 2 Strategic Plan through John Kaatz. Tony Moody seconded. Motion passed. John Kaatz will contact Kathy McKillip to set up meetings this summer for Phase 2.

### **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. Grant awards were announced in March, with 26 applicants receiving funding totaling nearly \$200,000. Community Impact Grant awards were also announced in March, with three applicants receiving at least partial funding totaling just over \$100,000.

### **New Business**

Upcoming dates for Commission meetings:

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)

Tony Moody motioned to adjourn. Jeff Boeka seconded. Meeting adjourned at 12:52pm.  
Respectfully submitted by Heather Hogue.