

Visitor Promotion Committee Meeting  
Thursday April 18, 2019  
at 8:00 a.m. Visitor Bureau Office

**MEETING CHAIR:** Nathan DeLaet

**VPC IN ATTENDANCE:** Mike Swanson, Dianne Willey, Todd McCoy, Angela Mueller, Brock Bernie.

**Hall County ex officio:** Pam Lancaster-absent

**CVB:** Brad Mellema, Zandra Carlini

Meeting Called to order 8:00 a.m. By DeLaet

Review February 2019 VPC meeting minutes **motion:** Mueller second: Willey All AYE.

Financials – through March 2019 - motion: Swanson second: McCoy

Disbursements - Mellema standard report.

Income & Expense Report - DeLaet asked about next budget - Mellema has budget drawn up.

Profit & Loss Budget Performance - Mellema similar reports to monthly, income is ahead of budget.

Balance Sheet - Swanson asked about IRA, have to click it every month, up to date. Petty cash eliminated in the office - May show up on the balance sheet.

Lodging Tax Report - Down from last February, March hopefully up,

STR Report - no STR report

Approved: all aye

Action/Discussion

Update - CVB strategy, priorities and operational update - Mellema gave a presentation to the board and guests regarding the operational strategies and opportunities presents in Hall county. The key to success is the right combination of sales, marketing, service, incentive and bid partners all communicating and working together. Grand Island provided approximately \$58,000 to some 63 groups in the fiscal year in 2018. Future funding through Grow Grand Island and future increase to the VIF fund after the Heartland Event Center obligation is met in late 2021. Mellema went on to explain the barriers to successful booking include calendar, sales, facility, transportation and labor/servicing events. The CVB will take the lead for citywide events coordinating the bid and requiring a contract with the venue, lodging and the event itself so as to properly list the obligations of each be it in-kind or cash in a bid.

Recommendation for VPC vacancy. - Executive session at Gene only applicant to be on board. Hall County procedures for how new board members get brought forward, slate, presentation and 2 weeks to consider applicants. Standing board application always on the website.

Swanson motion, second Mueller. All AYE

## Reports

Sports Council - 5-10 K firecracker and Bison bike ride June 22, Firecracker July 4, 2 interns for activities, old database (ACT)

GILCA - Two new equine shows visited with this week - also a show in October a possibility

Grow Grand Island area partnership - strategic fund proposal - proposal in front of everyone. - talent attraction grant, providing technology to library - not approved

Ex Officio Reports - Hall County Board of Supervisors – Pam Lancaster

## Adjourn

Financials – through February 2019 - **motion: McCoy** second: Bernie All AYE