

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

MEETING CHAIR: Nathan DeLaet

VPC IN ATTENDANCE: Mike Swanson, Dianne Willey - absent, Todd McCoy-absent, Angela Mueller, Brock Bernie, Gene McCloud - absent

Hall County ex officio: Pam Lancaster - absent

CVB: Brad Mellema, Zandra Carlini

Meeting called to order 8:01 a.m. By DeLaet

Review June 2019 VPC meeting minutes **motion:** Swanson second:Mueller - all AYE.

Financials – through June 2019 - motion: Mueller second: Swanson

Disbursements - Mellema state it was typical end of year spending, more event spending. Classic Green & OTT grant were pointed out. The OTT grant has to be spent and the CVB gets reimbursed. Mueller requested to see the videos that were produced. The videos are promoting Stuhr, Railside, and the City of Grand Island, on Berkshire Media, around other states, NCN - internal online and broadcast. We are starting to get reports back from Berkshire. Classic Green was pleased, there is a bid out, but the board ultimately makes the decision. Similar group with red tractors and they do not stay in the same location. Swanson asked about the Apple purchase on the credit card which was new laptop for Jill Lander.

Income & Expense Report - 12 month wrap up of the entire fiscal year. Shows annual and the monthly budget. Mellema stated that we did fairly well in coming close to budget. Personal budgets will be closer in line in the coming year. Letting go of the calendar on the website that pulls from Facebook. Website is being built on a new platform. We are getting rid of pages and making it more mobile friendly. More lines are being added to the green sheets including; a better break down of travel, meals, gas. Postage is also being separated for postcard program and normal postage. Swanson requested new lines are highlighted.

Profit & Loss Budget Performance - no comments

Balance Sheet - no comments

Lodging Tax Report - May was up from last year while June will not hit record number of previous year. July might gain pick up with the Kearney floods. Weekends are seeing pick up because of ball fields. Jill to possibly attend GILCA meetings.

STR Report - not in yet.

All AYE

3. Action/Discussion

CVB relocation options- 1. Stay in current spot - update current space, new carpet, larger meeting space, lowering rent, sign visibility. 2. Amos Anson- bay on the northeast, most expensive and smallest space, office space also available for BID, shared meeting space, minimal parking, highest visibility. 3. Second Floor of Yancy - old television station, working with EDC, four offices, commons area, improve old broadcast space for shared meeting space, rent same as current rent, public walk in space on the first floor, window space, and an awning available.

All had length of contract, rates, square footage. Only reason to move would be to raise visibility. There are other ways to raise visibility. Mellema scheduled a tour to check out what each property can offer. It was suggested that if visibility is high downtown, can we be open on Friday night/Saturday mornings.

Vehicle - Mellema is seeking and receiving vehicle options from different dealerships. Interested in lightly used minivan. He will gather the information and send to board for comments and concerns.

GGI funding review- we have someone to review, GGI has someone, and they requested someone at large. We will take suggestions on a few people to be the person at large, names that think would be appropriate, have awareness in the community.

Mellema requested that the August meeting be pushed back a week to the 22nd of August.

4. Reports

Sports Council - see attached page.

GILCA - dominated by Lopin & Ropin in the Heartland. The event will be held in 5 points arena, Thompson Arena. Increasing marketing efforts for horse shows out at Fonner Park.

GGI partnership - They are in fundraising mode. Also working on grants with AKSARBEN, Sherwood Foundation, Union Pacific. First twenty five were identified.

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

6. Other Business -

Adjourn motion: Mueller second: Swanson All AYE