

Nebraska Tourism Commission Meeting
January 14, 2016 – 1:30 pm
Nebraska Tourism Commission Conference Room – Lincoln

Commission Vice-Chair Roger Dixon called the meeting to order at 1:30 pm.

Commissioners present: Roger Dixon, MECA of Omaha; 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; Jeff Boeka, Holiday Inn Express Hotel & Suites of North Platte; Roger Kuhn, Nebraska Game and Parks Commission.

Commission staff present: Kathy McKillip, Angela White, Heather Hogue

Audience members signed-in: Dave Wegener, Rich Claussen, Halley Kruse

Public Comment signed-in: none

Approval of Meeting Agenda

Tony Moody motioned to approve the meeting agenda. Roger Jasnoch requested an agenda amendment to add discussion of the Commission's deficit funding request. Roger Kuhn seconded the motion, to include the amendment request. Roll call vote - Commissioners in favor: Boeka, Burke, Jasnoch, Kuhn, Loseke, Moody, Schlegel. Abstained: Roger Dixon abstained as acting Chair of meeting. Motion passed.

Open Comment Period for Items on the Agenda

Roger Dixon, Commission Vice-Chair opened the public comment period at 1:41 pm. No public comments provided. Commission Vice-Chair Roger Dixon closed the public comment period at 1:41 pm.

Approval of September 1, 2015 Meeting Minutes

Deb Loseke motioned to approve meeting minutes from September 1, 2015. Tony Moody seconded. Discussion amongst the group. Roll call vote – Commissioners in favor: Boeka, Burke, Dixon, Kuhn, Loseke, Moody. Opposed: Jasnoch, Schlegel. Motion passed.

Approval of October 20, 2015 Meeting Minutes

Deb Loseke motioned to approve meeting minutes from October 20, 2015. Roger Jasnoch seconded. Roll call vote – Commissioners in favor: Boeka, Burke, Jasnoch, Kuhn, Loseke, Moody, Schlegel. Abstained: Roger Dixon abstained as acting Chair of the meeting. Motion passed.

Financial Update and Finance Committee Report

Roger Jasnoch requested discussion of the Commission's recent deficit funding request. Discussion amongst the group. Kathy McKillip noted the request was for deficit cash funds to assist with the Commission's marketing efforts and creation of an Economic Impact Model for the state. Roger Jasnoch motioned to ratify the Commission's deficit funding request, to show full support of the deficit request. Carol Schlegel seconded. Roll call vote – Commissioners in favor: Boeka, Burke, Jasnoch, Kuhn, Loseke, Moody, Schlegel. Abstained: Roger Dixon abstained as acting Chair of the meeting. Motion passed. Deb Loseke, Commission Treasurer, presented the current budget status report and provided financial updates. The Commission has spent approximately 52% of the allotted budget so far this fiscal year. Deb Loseke noted the seasonal Travel Counselor program will maintain a 120 day employment cycle in 2016, between the months of May and September. Heather Hogue, Commission Grant Administrator, presented the upcoming timelines for the Commission's

grant programs. Guidelines for the Community Impact Grant program will be available February 18, and guidelines for the Tourism Marketing Grant program will be available March 1, 2016. Jeff Boeka motioned to accept financials as presented. Tony Moody seconded. Roll call vote – Commissioners in favor: Boeka, Burke, Jasnoch, Kuhn, Loseke, Moody, Schlegel. Abstained: Roger Dixon abstained as acting Chair of the meeting. Motion passed.

Chairman's Report

Commission Chair John Chapo was absent, no Chairman's report presented.

Strategic Planning Session Report

Roger Dixon noted that a draft of the Strategic Plan was distributed to all Commissioners. Commissioners are to send recommendations or changes for this draft to Kathy McKillip or Bill Krueger with CSL International by February 10, 2016. The final draft should be ready for approval at the February 24 meeting.

Commission Committee Reports

Commission 2015 Conference Committee: Lisa Burke reported the annual Tourism Conference attendance was 189. The 2016 conference will be held in Gering. NTC staff coordinating this year's conference will be Karen Kollars and Lisa Karnatz.

Best Practices and Guiding Principles Committee: Heather Hogue noted the Commission is resending the previously approved Best Practices and Guiding Principles mailer out to all county visitor committees, county clerks/NACO contacts. Deb Loseke noted the committee has nothing additional to report.

NETA Legislative Update: Carol Schlegel provided updates, reporting NETA is following LB 745, LB 806, and LB 810 currently. Carol Schlegel also noted the date of NETA's upcoming Legislative Breakfast event is January 26.

Tourism Marker Committee: Roger Jasnoch noted the committee continues discussions regarding the criteria/design of the markers and content they will provide. Current size of the markers being discussed would be 24 inch by 36 inch aluminum panels. No report from the Marketing Committee, as Committee Chair John Chapo was absent.

Marketing Update/Public Relations Review

Deb Loseke motioned to enter Executive Session to discuss the Commission's Public Relations contract. Tony Moody seconded. Roll call vote – Commissioners in favor: Boeka, Burke, Jasnoch, Kuhn, Loseke, Moody, Schlegel. Abstained: Roger Dixon abstained as acting Chair of the meeting. Motion passed, Executive Session began at 2:23pm.

Tony Moody motioned to end Executive Session. Roger Kuhn seconded. Roll call vote – Commissioners in favor: Boeka, Burke, Jasnoch, Kuhn, Loseke, Moody, Schlegel. Abstained: Roger Dixon abstained as acting Chair of the meeting. Motion passed, Executive Session ended at 3:03pm.

Tony Moody motioned for any person, business or agency seeking use of a trademark of the Commission, and having expressed written permission of the Commission Executive Director, that said request will be reviewed for approval by the Executive Committee of the Commission. Deb Loseke seconded. Roll call vote – Commissioners in favor: Boeka, Burke, Jasnoch, Kuhn, Loseke, Moody, Schlegel. Abstained: Roger Dixon abstained as acting Chair of the meeting. Motion passed. Rich Claussen from Bailey Lauerman presented the 2015 Media Results for the Commission, noting the leads and impressions delivered throughout the year as a result of the Commission's marketing efforts.

Director's Report

Kathy McKillip provided the Director's Report and noted the Commission's 2015 Annual Report, recent promotions by the Commission, and the availability of the *2016 Spring/Summer Nebraska Travel Guide* publication.

Grant Updates

Heather Hogue noted it is a potential conflict of interest for Commissioners to apply for grant funding through the Commission. Grant application guidelines will be available as previously outlined earlier in the meeting.

New Business

Upcoming dates for Commission meetings:

February 24, 2016 (Agri-Eco Tourism Conference in Grand Island)

May 3 or 4, 2016 (date and location TBD in the region of I-80 Exit 426)

Roger Jasnoch noted upcoming date of August 21, 2017 which will be the Solar Eclipse.

Carol Schlegel motioned to adjourn the meeting at 3:28pm. Roger Jasnoch seconded. Meeting adjourned. Respectfully submitted by Heather Hogue.