

Nebraska Tourism Commission Meeting

Nebraska June 24, 2016 – 9:00 a.m.

Lincoln Community Foundation - Lincoln, Neb.

Commission Chair John Chapo called the meeting to order at 9:06 a.m.

Commissioners present: John Chapo, Lincoln Children's Zoo; 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; Jeff Boeka, Holiday Inn Express Hotel & Suites of North Platte; Roger Kuhn, Nebraska Game and Parks Commission.

Commission staff present: Heather Hogue, Angela White, Jenn Gjerde, Amanda Barker and Lisa Karnatz

Approval of Meeting Agenda

Deb Loseke motioned to approve the agenda. Roger Kuhn seconded the motion. Roll call vote -

Commissioners in favor: Boeka, Burke, Chapo, Dixon, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstain: none. Motion passed.

Open Comment Period for Items on the Agenda

John Chapo, Commission Chair opened the public comment period. Comments presented:

-Ron Kallhoff with NET spoke saying that he's available for questions regarding the NET Marketing Package request.

With no additional members of the public coming forward, John Chapo closed the Public Comment Period.

Approval of May 26, 2016 Meeting Minutes

Roger Dixon motioned to approve meeting minutes from May 26, 2016. Jeff Boeka seconded. Roll call vote - Commissioners in favor: Boeka, Burke, Chapo, Dixon, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Motion passed.

Financial Update and Finance Committee Report

Deb Loseke, Commission Treasurer noted the Commission budget will break even for FY2015-2016. Handouts distributed in commissioner's meeting packets include the current budget status report. Roger Dixon motioned to approve financials as presented. Roger Kuhn seconded. Roll call vote - Commissioners in favor: Boeka, Burke, Chapo, Dixon, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstained: none. Motion passed.

A. Other handouts distributed in commissioners meeting packets include the DAS shared service agreement, a Budget and Legislative production schedule, Shaping a Culture of Accountability

and the DAS Workplace Policies Manual. Deb Loseke motioned to approve the shared service Memorandum of Agreement contract with the Department of Administrative Services. Jeff Boeka seconded. Roll call vote - Commissioners in favor: Boeka, Burke, Chapo, Dixon, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstained: none. Motion passed.

Deb Loseke motioned to approve the Memorandum of Understanding with the Department of Administrative Services. Jeff Boeka seconded. Roll call vote - Commissioners in favor: Boeka, Burke, Chapo, Dixon, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstained: none. Motion passed.

B. Deb Loseke shared with commissioners that the Economic Impact Model criteria RFP, mandated by the legislature via LB 956 is due to the legislature by December 31, 2016. This will establish criteria for the impact model only, rather than include a full impact study.

C. Deb Loseke shared with commissioners that the narrative for the FY 2017-2019 Biennial Budget request is due on August 5. All commissioner got a copy of the budget at the May 3 meeting. The draft of the FY 2017-2019 Biennial Budget Request will be available for review at the August meeting. Final deadline to submit it is September 15, 2016.

Chairman's Report

John Chapo thanked the commissioners and staff for their efforts.

- A. John Chapo established a Policies and Procedures committee, making sure the commission is in full compliance. Committee members include Roger Kuhn (chair), Roger Jasnoch, Carol Schlegel and Roger Moody. Roger Dixon motioned to approve the appointments of the Policies and Procedures Committee. Lisa Burke seconded. Roll call vote - Commissioners in favor: Boeka, Burke, Chapo, Dixon, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstained: none. Motion passed.
- B. John Chapo named the Executive Director Search Committee. Committee members include Commissioner Lisa Burke, Commissioner Roger Kuhn, Commissioner Roger Dixon, Commissioner Deb Loseke (chair), Jeff Maul of Lincoln CVB, Keith Backsen of Omaha CVB and former Commissioner, Mike Kesselring of High Plains Homestead. Margie Bell, state Personnel Director, will work as a consultant through the hiring process. Roger Dixon motioned to approve the appointments of the Executive Director Search Committee. Jeff Boeka seconded. Roll call vote - Commissioners in favor: Boeka, Burke, Chapo, Dixon, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstained: none. Motion passed.

Commission Committee Reports

- I. **Interim Search Committee-** Deb Loseke shared that the committee recommend Heather Hogue be named interim director because of her experience. Roger Kuhn motioned to approve the appointment of Heather Hogue as Interim Director. Roger Jasnoch seconded. Roll call vote - Commissioners in favor: Boeka, Burke, Chapo, Dixon, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstained: none. Motion passed.
- II. **2016 Conference Committee-** Lisa Burke reminded the audience and commissioners that the 2016 Nebraska Tourism Conference will be held October 18 – 20 in Gering, Neb. Burke shared

that hotel information is already on VisitNebraska.com, that speaker contracts are being approved by legal counsel and that award applications will be coming out in July.

III. Best Practices and Guiding Principles Committee- Deb Loseke shared that there was no report

IV. NETA Legislative Update- Roger Jasnoch shared that there is no update. The 2017 legislative session begins on January 4.

V. Tourism Marker Committee- Roger Jasnoch shared that the committee is continuing to work with the Department of Roads regarding details about the markers. He added that the committee is currently developing criteria for destinations to apply for markers and considering the sizes of the markers. The committee hopes to have a final draft of the plan at the October 18 Commission meeting.

VI. Marketing Committee-

I. Media Tours- Dave Wegener, with Swanson Russell, shared with commissioners that a letter of intent to have a media tour from Scottsbluff-Gering/Chadron/Alliance, September 27- October 2, is in place. He also shared the preliminary plan to have three other media tours before June of 2017 covering Central Nebraska, North Platte to Valentine and the Metro or Northwest part of the state. The preliminary itinerary for the Fall 2016 media tour is due the week of July 11.

II. 2.0 Marketing Phase Update-

Abbey Johnson, with Bailey Lauerman, presented the Visit Nebraska. Visit Nice 2.0 plan to commissioners. Johnson presented the plan for the *Through My Eyes* campaign. According to Johnson, the campaign brings forward authentic interpretations of the Nebraska experience through the eyes of the people who are closest to them. In essence, the campaign centers around the behind-the-scenes look at a state and its many hidden treasures. Johnson projects that by fall, stories and storytellers will be identified for production and that the campaign would launch in February/March of 2017. Johnson shared with commissioners that a recent survey helped identify locations for these stories, the top locations include, Scottsbluff National Monument/Old West Balloon Fest (Northwest), Toadstool Geologic Park/High Plains Homestead (Northwest), Fort Robinson (Northwest), Sandhills/Sandhills Scenic Byway/Carhenge (West), Golf (West), Tanking (West Central), Breweries (Central/West), Sandhill Crane Migration (Central), Museums (Central), Niobrara (North), Ponca State Park (Northeast), Henry-Doorly Zoo (East), Old Market (East), Homestead National Monument (Southeast), Wineries (Southeast/Central), Festivals – Applejack Festival (Southeast), Indian Cave State Park (Southeast), Hidden Gems (Interspersed). Commissioners discussed adding rodeos, dining and rail to the list. Johnson followed up that Bailey Lauerman will bid the work out to production partners from Nebraska, including David Radler, Great Plains, Bob Ervin, Lightworks and Andy Anderson.

Jeff Boeka motioned to approve the 2.0 Marketing Plan with some additions to the list of potential sites promoted. Roger Dixon seconded. Roll call vote - Commissioners in favor: Boeka, Burke, Chapo, Dixon, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstained: none. Motion passed.

Dan Cooper, with Bailey Lauerman, shared website stats with the commissioners. Including that in May users were up 138% from May 2014.

III. 2017 Solar Eclipse Marketing Plan

Abbey Johnson, with Bailey Lauerman, presented a plan to invest \$49,999.02 towards ads with Astronomy magazine, Astronomy.com and Sky & Telescope magazine. Commissioners discussed that this is in addition to the media being placed by the Nebraska Eclipse Coalition.

IV. Nebraska Travel Guide Updates for Fall 2016 and Spring 2017

Handouts distributed in commissioner's meeting packets include some samples from the 2016 Fall/Winter travel guide. Johnson also shared a partnership opportunity with the N150 Commission to create an insert highlighting Nebraska's sesquicentennial that will be included in the 2017 Spring/Summer Travel Guide, in Jan/Feb editions of Midwest Living and overruns will be provided to the Nebraska Tourism Commission and the N150 Commission.

Lisa Burke motioned to commit to a 12 page insert highlighting the N150 Celebration in Nebraska with the understanding that the N150 Commission will pick up some of the costs. Roger Jasnoch seconded. Roll call vote - Commissioners in favor: Boeka, Burke, Chapo, Dixon, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstained: none. Motion passed.

V. 2016 U.S. Olympic Swim Trials Sponsorship request

Handouts distributed in commissioner's meeting packets included the contract between the Tourism Commission and the Omaha Sports Commission regarding promotional opportunities at the Olympic Swim Trials.

Deb Loseke motioned to approve the addendum to the U.S. Olympic Swim Trial Sponsorship. Lisa Burke seconded. Roll call vote - Commissioners in favor: Boeka, Burke, Chapo, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstained: Dixon. Motion passed.

VI. NEBRASKAland DAYS Sponsorship request

Handouts distributed in commissioner's meeting packets included a Gold Sponsor Benefit of the NEBRASKAland DAYS Taps and Tunes event. Roger Dixon motioned to approve the NEBRASKAland DAYS sponsorship request. Roger Jasnoch seconded. Roll call vote - Commissioners in favor: Boeka, Chapo, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstained: Burke. Motion passed.

VII. NET Marketing Package request

Handouts distributed in commissioners meeting packets included a marketing proposal with NET Foundation for Television. Deb Loseke asked Ron Kallhoff about NET viewership. Kallhoff responded with some statistical information. Roger Dixon motioned to approve the contract with NET. Roger Kuhn seconded. Roll call vote - Commissioners in favor: Boeka, Burke, Chapo, Dixon, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstained: none. Motion passed.

Grant Reports

Handouts distributed in commissioners meeting packets included a full list of the previous grant recipients and the encumbered grants remaining to process payment. Interim Director Heather Hogue

shared with Commissioners that new grant guidelines for the next phase of grants will be released August 1, 2016. Applications will be due September 15 and grant recipients will be announced in early October. Both the Marketing Grant Program and Community Impact Grant Program will follow the same timeline this fall, so that every effort can be given to award the remaining allocated state aid funding for the fiscal year. Deadline for reimbursement is May 31, 2017.

New Business

John Chapo shared that the date and location of the August Commission meeting is still being discussed. The October meeting is set for October 18 at the annual Nebraska Tourism Conference in Gering and the January meeting is set for January 12 after the Senator's Luncheon at the Nebraska Tourism Commission Office.

Adjourn

Meeting was adjourned at 10:56 a.m.

Respectfully submitted by Jennifer Gjerde.