

Nebraska Tourism Commission Meeting

Monday, March 13, 2017 – 11:00 a.m.

Nebraska Tourism Commission Office – Lincoln, Neb.

Commission Chair Deb Loseke called the meeting to order at 11:00 a.m.

Commissioners present: Deb Loseke, Columbus/Platte County CVB; Roger Jasnoch, Kearney Visitors Bureau; Lisa Burke, North Platte CVB; Carol Schlegel, Red Willow County Tourism; Roger Kuhn, Nebraska Game and Parks Commission; Mitch Glidden, Sandhills Motel and Glidden Canoe Rental; John Chapo, Lincoln Children's Zoo

Commission staff present: John Ricks, Heather Hogue, Angela Sears, Jenn Gjerde, Alex Duryea and Lisa Karnatz

Approval of Meeting Agenda

John Chapo motioned to approve the agenda. Roger Kuhn seconded the motion.

Roll call vote- Commissioners in favor: Burke, Chapo, Glidden, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstain: none. Motion passed.

Open Comment Period for Items on the Agenda

Deb Loseke, Commission Chair, opened the public comment period at 11:02 a.m.

Comments presented: None.

With no members of the public coming forward, Deb Loseke closed the Public Comment Period at 11:02 a.m.

Approval of February 23, 2017 Meeting Minutes

Carol Schlegel asked that the minutes from February 23 be adjusted to represent that Roger Jasnoch presented on the Tourism Markers, not her.

Roger Kuhn motioned to approve the meeting minutes from February 23, 2017 with Carol Schlegel's changes. Roger Jasnoch seconded.

Roll call vote- Commissioners in favor: Burke, Chapo, Glidden, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstain: none. Motion passed.

Financial Update and Finance Committee Report

Lisa Burke, Commission Treasurer, shared that as of the end of February the Commission had paid out \$201,643.64 from the General Fund Account with a total budget for fiscal 2016-2017 of \$558, 726.41.

Burke added that to date the Commission has spent \$2.6 million from the cash funds, which has a budget for Fiscal 2016-17 of \$6,567,218.63.

All of this information was provided in handouts with the meeting packets.

Roger Jasnoch motioned to approve financials as presented. John Chapo seconded.

Roll call vote- Commissioners in favor: Burke, Chapo, Glidden, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstain: none. Motion passed.

Discussion of future Commission meetings being held via videoconference

Marna Munn with the Nebraska Attorney General's office was present to answer questions from Commissioners regarding this matter. Commissioners and Munn discussed policy creation, possible usage of other offices, testing the technology out at the committee level, assigning the executive committee to handle the details and more. The topic will be discussed further at a later meeting after being used/tested at the committee level.

Director's Report

A. Review of Media Kit/Co-Op Advertising and Co-Op Grant Opportunity

John Ricks provided a draft of the Advertising Opportunity packet in the meeting kit and explained changes to it. Commissioners also talked about a webinar explaining the kit, the cost for smaller entities, who the sales person is, grant criteria, and more.

John Chapo motioned to approve the Advertising Opportunities packet with the edits discussed. Carol Schlegel seconded.

Roll call vote- Commissioners in favor: Burke, Chapo, Glidden, Jasnoch, Kuhn, Loseke, Schlegel. Opposed: none. Abstain: none. Motion passed.

B. Status of Commission draft RFPs

John Ricks and Commissioners discussed the RFP drafts, which had been sent to them prior to meeting. They talked about timeline and committees. John Ricks requested that any draft revisions be sent to him by March 13.

C. 2017 Nebraska State Fair

John Ricks had Heather Hogue give an update on the Commission's involvement at the State Fair and the current rates for booths. Commissioners discussed changes that they recommend be made based on information from other states, volunteers, engagement and cost. Additional discussion was had on the direction the Commission and partnering entities should go in the future.

Carol Schlegel motions for approval of moving the Nebraska Tourism booth out of the Nebraska Building and back into the Expo Building. Roger Jasnoch seconded.

Roll call vote- Commissioners in favor: Burke, Chapo, Glidden, Jasnoch, Kuhn, Loseke, Schlegel.
Opposed: none. Abstain: none. Motion passed.

New Business

A. Upcoming Commission Meetings

May 2: Norfolk (1 p.m.)

August 22: Kearney (10 a.m.)

October 17: LaVista (1 p.m.)

Adjourn

Meeting was adjourned at 1:00 p.m.

Respectfully submitted by Jennifer Gjerde.