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March 20, 2025

11 AM MST/12:00 AM CST

ZOOM Meeting

Meeting ID: 228 153 6382

Membership Meeting Agenda



- 1) CALL TO ORDER
- 2) INTRODUCTIONS – Introduction and welcome new Members & Guests
 - a. Self-introduction of Coalition Members /Community Updates
- 3) CONSENT AGENDA
 - a. Meeting Agenda
 - b. [Minutes](#)
 - c. Financial Report
 - d. [Support Services](#)
- 4) DISCUSS: [Budget](#)
- 5) MARKETING COMMITTEE---Lisa Burke/Maly Marketing
 - a. Steve Maly – Marketing presentation
 - b. Website Update: Kendra Mitchell
 - c. Facebook Update: Kirsten Parker, Kerri Rempp, Kendra Mitchell
 - d. Destination Western Nebraska 2025 Update – Kerri Remp
 - e. Stock Show Report and bag status
- 6) DISCUSS-Reports on supply numbers for Destination Western Nebraska magazine.
- 7) WNTC MEMBERSHIP – Tina Worthman, Jonnie Kusek, Brenda Leisy,
 - a. Membership Update
- 8) NEBRASKA TOURISM COMMISSION (NTC) UPDATE – Starr Lehl
- 9) EDUCATION/DISCUSSION – Denver Stock Show comments and recap
Advertising in the Destination Western Nebraska Magazine
[Reimbursement Form](#)
- 10) NEBRASKA TOURISM UPDATE – Lilly Uhlmann
- 11) 2024/2025 MEETINGS and LOCATIONS:
May 14 – North Platte
- 12) OTHER NEW BUSINESS AND CORRESPONDENCE
- 13) ADJOURN

WNTC Budget - 2025-2026

	24-25 Budget	25-26 Proposed Budget
Revenue		
Membership Revenue		
County CVB	28494.00	29163.07
Private/City/Chambers/Etc.	7500.00	7500.00
Total Membership Revenue	\$35,994.00	\$36,663.07
Other Revenue		
Retained Earnings	30000.00	30000.00
Grant Income	10000.00	10000.00
Total Other Revenue	\$40,000.00	\$40,000.00
Total Revenue	\$75,994.00	\$76,663.07
Gross Profit	\$75,994.00	\$76,663.07
Expenditures		
Expenses		
Marketing		
Advertising	23750.00	26000.00
Grant Expenses	10000.00	10000.00
Travel Shows & Reimbursements	3500.00	3500.00
Website	1500.00	1500.00
Total Marketing	\$38,750.00	\$41,000.00
Member Recruitment	500.00	500.00
NETA Dues & Brochure Swap	250.00	275.00
Office Supplies	250.00	250.00
Postage	1500.00	1500.00
Support Services	1200.00	1200.00
Total Expenses	\$42,450.00	\$44,725.00
Liability Policy	250.00	258.00
Meeting Expenses	250.00	250.00
Oregon Trail Community Foundation	1000.00	1000.00
Reserve Fund	30000.00	30000.00
Total Expenditures	\$73,950.00	\$76,233.00
Net Revenue	\$2,044.00	\$430.07