

MINUTES

Western Nebraska Tourism Coalition Membership Meeting
Thursday, September 19, 2024 – Potter

In attendance: Hal Enevoldsen (Point of Rocks Motel & Campground), Lynn Enevoldsen (Point of Rocks Motel & Campground), Leila Enevoldsen (Chuckaboo Station), Kirsten Parker (Golden Spike Tower), Lisa Burke (Visit North Platte), Karla Niedan-Streeks (Gering Visitors Bureau), Tina Worthman (Midwest Theater), Brenda Leisy (Scotts Bluff Area Visitors Bureau), Lilly Uhlmann (Nebraska Tourism Commission), Starr Lehl (Western Region Nebraska Tourism Commissioner), Natasha Knaub (Kimball Visitors Center) Kerri Rempp (Discover Northwest Nebraska), Bev Wellnitz (Sheridan County Visitors Committee), Kirk Enevoldsen (Potter Lions Club), Jett Enevoldsen (Potter State Bank), Marva Ellwanger (Cheyenne County Visitors Committee), Kim Sharples (Kimball Visitors Committee), LouAnn Frei (A Collective Gathering), Bart and Will, Potter Entrepreneurs.

Chairman Hal Enevoldsen called the meeting to order at 11:05 a.m. Self-introductions and community updates from members and guests in attendance.

Consent Agenda: Discussion on format of consent agenda and why WNTC has elected to include “consent agenda” items at each meeting. It was M/Kristen Parker, 2/Kerri Rempp to approve the consent agenda as presented. Motion carried.

Professional Services Contract: The current contract for professional services will come up in July 2025; agreement that the contract should be issued for a two-year period. Hal and Kirsten suggested the process for renewing a contract of services for WNTC should start as early as possible.

Marketing Committee: Marketing Chair Lisa Burke informed members that Maly Marketing will be giving a report at the November meeting of marketing results and ROI. Kendra Mitchell gave the website update (copy attached to these minutes). Kendra asked all members to look at their own information the site; any updates should be sent to Kendra-Sidney as soon as possible to assist in getting the site completely up to date. Kirsten reported on behalf of the Facebook Committee; total number of 8.1 Facebook WNTC followers and top cities requested were Omaha, Lincoln, North Platte and Scottsbluff. Karla gave the update on Destination 2025; lottery drawings were completed and premier spaces not allocated in lottery will be open to member attractions. November WNTC meeting; Omaha Magazine staffs will present 2025 cover options for discussion/WNTC vote. We will print 30,000 of the 2025 travel guides. Kerri Rempp (Discover Northwest Nebraska) will serve as the new Destination Magazine Committee Chairman as Karla will be retiring as of September 30, 2024.

Stock Show Bags: Left-over bags from the 2024 Stock Show will be used in January 2025. Kendra has several boxes in Sidney; Karla has 3 boxes stored in Gering.

WNTC Coop Opportunity: Lisa shared information on the new Co-Op Marketing Opportunity for WNTC members; a WNTC member is needed to spearhead the future promotion of this membership benefit. Kirsten Parker (Golden Spike Tower) volunteer to spearhead the efforts in addition to her duties as Facebook Committee Chairman.

2024 Destination Supplies: North Platte-26, Sidney-12, Scottsbluff-12, Gering-6, Chadron-15.

Membership Committee: Tina Worthman reported she will be working with committee members between now and the November meeting on a membership recruitment/retention plan and new membership brochure.

NTC Commissioner Report: Starr Lehl shared information from the Commission. 2025 Passport applications are now open; we need more stops in Western Nebraska so all were encouraged to apply. Agri-Econo Tourism Workshop upcoming in November in Yankton, SD as a joint effort by Nebraska and South Dakota. 2025 Nebraska Tourism Conference dates are February 11-13, 2025 in Lincoln. There are numerous terms open on the Nebraska Tourism Commission; Dave Wolf-Legacy of the Plains Museum has submitted his application for consideration for the Western region appointment by Governor Pillen.

Lilly Uhlmann, new with Nebraska Tourism Commission staffs updated members on current happenings at NTC. A written copy of Lilly's report is attached to these minutes.

2024-2025 Meeting Locations:

- November 2024 will be a Zoom meeting; Omaha Magazine will present 2025 Destination Cover options for discussion/vote
- January 2025 meeting date will be moved to occur before National Western Stock Show on January 9, 2025. Suggested location is Ole's in Paxton; Kirsten will check with Ole's on way home from today's meeting.
- March 2025 meeting will be a Zoom meeting.

Other Business: Karla will be retiring from the Gering Visitors Bureau on September 30, 2024; Tina Worthman has been named as the new Director of the Gering Visitors Bureau. Discussion on who will serve Karla's unexpired term as Secretary. Suggested Cassielien from Alliance (new Tourism person at the Alliance Chamber of Commerce offices); Kendra will contact her. Hal is buying "Tin Roof Sundaes" for everyone next door in honor of Karla's retirement.

There being no further business, meeting adjourned at 12:30 pm.

Respectfully submitted,
Karla Niedan-Streeks, WNTC Secretary
September 19, 2024