

MINUTES

Western Nebraska Tourism Coalition Membership Meeting

Thursday, January 9, 2025 – Ole’s Big Game Steakhouse & Lounge, Paxton, NE

In attendance: **Hal Enevoldsen** (Point of Rocks Motel & Campground), **Lisa Burke** (Visit North Platte) **Kerri Rempp** (Discover Northwest Nebraska), **Kim Sharples** (Kimball Visitors Committee), **LouAnn Frei** (A Collective Gathering), **Kirsten Parker** (Golden Spike Tower), **Audrey Todd** (Trails West YMCA Camp), **Kendra Mitchell** (Cheyenne County Tourism)

Joined by Zoom: **Tina Worthman** (Midwest Theater), **Bev Wellnitz** (Sheridan County Visitors Committee)

Chairman Hal Enevoldsen called the meeting to order at 11:03 a.m. Self-introductions and community updates from members and guests in attendance.

Consent Agenda: M/Kerri Rempp, 2/Kirsten Parker to approve the consent agenda as presented. Motion carried.

Marketing Committee: Lisa asked that Kendra begin preparing the budget for 2025/2026 and add it to the agenda for the meeting in March. Kirsten Parker updated the group on Facebook activity and suggested that the committee go back to a calendar schedule for making posts in each region. Kerri discussed the issues with the printing of the Western Nebraska Destination magazine. The current contract for design, ad sales, and printing is expiring. M/Kendra Mitchell, 2/Kirsten Parker to let the executive committee meet to decide how to structure and execute the bidding for Western Nebraska Destination magazine.

Membership Committee: Tina Worthman presented a draft for the new membership pamphlet for prospective members. Lisa is going to work with her to include some more marketing statistics.

Education: Discussed National Western Stock Show.

Visit Nebraska Update: Lilly Uhlmann provided notes to the members, 2nd page of agenda

State Tourism Report January 2025

- Award nominations for the Nebraska Tourism Conference are due tomorrow Friday, January 10! Learn more about how to submit award nominations [here](#).
- Registration for the 2025 Nebraska Tourism Conference is open now! Learn more about the conference [here](#).
- The room block for the 2025 Nebraska Tourism Conference is available through the Cornhusker hotel for the nights of Monday, February 10- Thursday, February 13 at the rate of \$110 USD. The room block will close Monday, January 20. Please book your rooms through this [link](#).
- There are still slots available to volunteer for the National Western Stock Show in Denver taking place January 11-26. We appreciate all volunteers for the event as we could not do it without you! The link to sign up is [here](#).
- Nebraska Holiday Passport ended January 8th and more announcements regarding the summer program will be coming in March!
- If you have any questions regarding the conference or Stock Show please email Lilly Uhlmann at lilly.uhlmann@nebraska.gov.

Meeting Locations:

- March 20 – Zoom
- May 14 – North Platte

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

Respectfully submitted,
Kendra Mitchell, WNTC Treasurer
January 23, 2025