

MINUTES

Western Nebraska Tourism Coalition Membership Meeting
Thursday, March 20, 2025 – ZOOM

Joined by Zoom: **Tina Worthman** (Gering Visitors Bureau), **Lisa Burke** (Visit North Platte), **Kim Sharples** (Kimball Visitors Committee), **Bev Wellnitz** (Sheridan County Visitors Committee), **Kirsten Parker** (Golden Spike Tower), **Madi Mauger** (Golden Spike Tower), **Michelle O’Dea** (Golden Spike Tower), **Audrey Todd** (Trails West YMCA Camp), **Dave Wolf** (Legacy of the Plains), **Kendra Mitchell** (Cheyenne County Tourism), **Steve Maly** (Maly Marketing), **Jenna Bartja** (Visit Nebraska), **Lilly Uhlman** (Visit Nebraska)

Vice Chairman Tina Worthman called the meeting to order at 11:00 a.m. Self-introductions and community updates from members and guests in attendance.

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

2025-2026 Budget: Kendra presented the draft budget. M/Lisa Burke, 2/Bev Wellnitz to approve the budget for July 2025 through June 2026. Motion carried.

Marketing Committee:

- Maly Marketing - Steve Maly presented the plan for 2025-2026. M/Kendra Mitchell 2/Bev Wellnitz to approve the plan with the digital marketing being increased to match the \$26,000 budget approved for the year. Motion carried.
- Website - Kendra reminded everyone to check the website listings in their area and reach out to her if there are any changes needed. She completed an audit of the listings in early March and verified all basic information such as membership status, address, and phone number for each listing.
- Facebook – Kiersten introduced the group to Michelle O’Dea. Michelle will be helping to make consistent posts on the Visit West Nebraska Facebook page.
- Destination Western Nebraska – Lisa reminded everyone where the catalogs are stocked: North Platte, Scottsbluff, Sidney, and Chadron.
- Stock Show – Less than one box of bags leftover; they will be stored with Visit Nebraska and sent with booth for setup next year. Kendra will look into quotes for printing bags and present options at the September meeting.

Nebraska Tourism Commission Update: Dave Wolf’s confirmation hearing is on March 26.

Visit Nebraska Update: Lilly updated the group on the National Western Stock Show Contract. Visit Nebraska has not contracted the booth past 2026, budgets may impact that decision. Graham will be the lead for the booth next year. Passport 2025 locations have been announced. National Tourism Week is May 4-10. The next Commission meeting will be on May 14 in North Platte during NETA’s Brochure Swap. Summer Travel Counselors will be working May 14 – September 7.

Upcoming WNTC Meetings:

- May 14 – North Platte, 10am CST (location TBA)

There being no further business, meeting adjourned at 11:55 am.

Respectfully submitted,
Kendra Mitchell, WNTC Treasurer
March 28, 2025