

MINUTES

Western Nebraska Tourism Coalition Membership Meeting
Thursday, November 21, 2024 – Sidney

In attendance: Hal Enevoldsen (Point of Rocks Motel & Campground), Tina Worthman (Midwest Theater), Brenda Leisy (Scotts Bluff Area Visitors Bureau), Kerri Rempp (Discover Northwest Nebraska), Bev Wellnitz (Sheridan County Visitors Committee), Marva Ellwanger (Cheyenne County Visitors Committee), Kim Sharples (Kimball Visitors Committee), Shauna Mashek (Chappell Development/Chamber), Audrey Todd (Trails West YMCA Camp), Matt Elston (Cheyenne County Visitors Committee)

Joined by Zoom: Gil Cohen (Omaha Magazine), Renee Ludwick (Omaha Magazine), Kirsten Parker (Golden Spike Tower), John Ricks (Visit Nebraska), Jenna Bartja (Visit Nebraska), Steve Maly (Maly Marketing), Lilly Uhlmann (Visit Nebraska), Lisa Burke (Visit North Platte), Whitney Hensley (Trailside Museum)

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/Bev Wellnitz to approve the consent agenda as presented. Motion carried.

State Visitors Centers: John Ricks discussed state visitors centers and the partnership between Visit Nebraska and NDOT to place travel counselors at rest stops.

Marketing Committee: Kendra asked that all members and county tourism directors please review their listings and send updates. Kirsten Parker updated the group on Facebook activity and noted that the page has reached a milestone of over 8,000 followers. Gil and Renee presented a few cover options. The group provided feedback and the executive committee will approve the final version over the next couple weeks. Kendra will send Gil a list of paid members to recognize in the magazine. The magazine must go to printer on December 6 so all members are encouraged to send edits to Kerri within the next week. Steve Maly presented the end of year report.

2024 Destination Supplies: Sidney-6, Scottsbluff-6, Gering-2, Chadron-4. 30,000 copies will be ordered for 2025.

Membership Committee: Tina Worthman is working on updating membership materials.

Visit Nebraska Update: Lilly Uhlmann. Holiday Passport program begins tomorrow, November 22. 2025 Passport applications are due by November 30. Conference in Lincoln will be February 11-13, 2025 and the list of speakers will be coming out shortly. Award nominations are due by January 10. The Visit Nebraska marketing grants are open now and applications are due by December 18. Please reach out to Heather Hogue with any questions. 2025 Visit Nebraska travel guides are being distributed.

Meeting Locations:

- January 9: Ole's Big Game Steakhouse & Lounge – 123 N Oak St, Paxton – 11am MST
- March 20 – Zoom
- May 14 – North Platte

There being no further business, meeting adjourned at 12:48 pm.

Respectfully submitted,
Kendra Mitchell, WNTC Treasurer
December 2, 2024