

Western Nebraska Tourism Coalition
May 14, 2024
Minutes

Chairman Kerri Rempp called the May 14, 2024 meeting of the Western Nebraska Tourism Coalition to order at 11 a.m.

Community introductions and updates were made. Present were Brenda Leisy, Scottsbluff, Kerri Rempp, Northwest Nebraska, Kendra Mitchell, Cheyenne County, Amanda Connick, Visit North Platte, Bev Wellnitz, Sheridan County, Tina Worthman, Midwest Theatre, Starr Lehl, Nebraska Tourism Commission.

Kendra Mitchell moved and Bev Wellnitz seconded approving the consent agenda, which included the meeting agenda, the March minutes, financial and support services report. Motion carried.

Kerri Rempp presented the education piece on her Treasure Chest event, which she started four years ago. The event has grown each year and brings together stakeholders in the tourism industry in Northwest Nebraska. There is a brochure exchange and speakers, and each business takes back a folder of information to have available to train their employees. Networking and relationship building are encouraged.

Brenda Leisy moved to approve the budget, and Bev Wellnitz seconded. Motion carried.

Bev Wellnitz and Brenda Leisy moved to approve the slate of officers with Hal Envoldsen assuming the role of chairman and Tina Worthman taking over the Vice Chair position. Motion carried.

In the essence of time, legislative update was skipped as there was no change from the March meeting.

Kendra Mitchell reminded members to review their information on the website and send her updates. Membership listings on the website will be reviewed and updated after the next invoice cycle. Bills will go out in June.

No Facebook update. With the red bags we have remaining, we likely have enough for the 2025 stock show.

Destination Western Nebraska Supplies: North Platte, 78, Scottsbluff, 39, Chadron, 80.

No membership update. Tina Worthman will assume the membership committee chair position and will discuss ideas with Hal.

Starr Lehl gave a Nebraska Tourism Commission update, briefly recapping the legislative session and noting that the first months of 2024 set all-time records for lodging tax. This year is the 15th anniversary of the Nebraska Passport program with 15 bonus stops included. The increased spending authority approved will allow the state to expand marketing in Chicago, Milwaukee and Oklahoma City. Website traffic is up 17% from last year at this time. There are still NTC members filling expired terms that have not been appointed by the governor.

No update from the Nebraska Tourism staff.

The next meeting will be Sept. 19 in Potter.

Kerri Rempp adjourned the meeting at 11:54 a.m.