

MINUTES - Western Nebraska Tourism Coalition Membership Meeting
Visit North Platte Visitor Center, 101 Halligan Drive, North Platte, NE
Wednesday, March 14, 2025 – 10:00 AM CST

In attendance: **Audrey Todd** (YMCA Scottsbluff), **Kelsey Keady** (Golden Spike Tower), **Kirsten Parker** (Golden Spike Tower), **Kerri Rempp** (Discover NW Nebraska), **Lisa Burke** (Visit North Platte), **Hal Enevoldsen** (Point of Rocks Campground & Motel), **Kim Sharples** (Kimball County Visitors Committee), **Gil Cohen** (Omaha Publications), **Lilly Uhlmann** (Visit Nebraska), **Bev Wellnitz** (Sheridan County Tourism), **Jenna Bartja** (Visit Nebraska), **Tina Worthman** (Gering Visitors Bureau), **Kendra Mitchell** (Sidney/Cheyenne County Tourism), **Steve Maly** (Maly Marketing), **Dave Wolf** (Legacy of the Plains Museum), **Brenda Leisy** (Scotts Bluff Area Visitors Bureau)

Chairman Hal Enevoldsen called the meeting to order at 10:00 a.m. (CST). Self-introductions and community updates.

Consent Agenda: Motion to approve the consent agenda - M/Lisa Burke, 2/Tina Worthman. Motion carried.

Marketing Committee:

- Website: Kendra requested members to keep sending updates for the website directory listings.
- Facebook: Kirsten reminded members to send their requests at least 3 days in advance so they can be shared in a timely manner.
- Facebook Co-Op Opportunity: Lisa and Steve discussed the Facebook Co-Op Opportunity and the 2025 Marketing Activities Report. Both of these are requested to be included on the website and sent with invoices to members in June.
- Destination Western Nebraska update by Kerri and Gil – The Lottery Premium spots need to be selected in early June, Kerri will work on getting the form sent to eligible members in the next couple weeks. Updated photos are needed – please make sure you have full rights to the photos and send to Kerri and Gil. Motion to approve a one year contract for the Destination Western Nebraska Magazine Guide with Omaha Publications – M/Bev Wellnitz, 2/Lisa Burke. Motion Carried.

Destination Western Nebraska Magazine Supply: Scottsbluff – 18, Gering – 15, Sidney – 40, Chadron – 60. North Platte has 100+.

Election of Officers: Chair and Vice Chair were elected in 2024 and serve 2-year terms. Motion to nominate Kendra Mitchell for Treasurer and Kim Sharples for Secretary – M/Lisa Burke, 2/Kirsten Parker. Motion carried.

WNTC Membership: Tina is working to develop a packet for potential members, Kendra will provide the documents that are to be included with the invoices. Gil suggested that a new-member deal could be created so that a new member purchasing an ad of a certain size would get \$125 (membership dues rate) discount to encourage them to join WNTC and advertise in the magazine.

Education: Steve updated the group on NETA's work with the legislature and a brief overview of the brochure swap. The NETA Membership Meeting is scheduled for 6pm today, at Pals Brewing Company.

Visit Nebraska Update: Lilly Uhlman said that they had great participation in Tourism Week and that the Passport summer kickoff was very strong. Travel Counselors are starting this week at the rest areas. The National Western Stock Show contract is set for 2026 to include a booth. Graham and Jenna will be the leads for the stock show. 2026 Stock Show dates are January 10-25. There is an itinerary page on the VisitNebraska website – you can submit suggested itineraries to Michael Collins. The 2026 Tourism Conference will be in Lincon on February 10-12.

2025-2026 Meeting Locations:

September 18, 2025 Meeting will be held in Chadron – Time and location TBA.

There being no further business, the meeting adjourned at 11:35 am.

Respectfully submitted,
Kendra Mitchell, WNTC Treasurer
May 22, 2025