

## WESTERN NEBRASKA TOURISM COALITION MEMBERSHIP MEETING

NOVEMBER 20, 2025 - 11:00 AM

Legacy of the Plains Museum, Gering, NE

### ATTENDANCE IN PERSON:

**Kim Sharples** (Earth Blessings), **Kendra Mitchell** (Cheyenne County Tourism), **Hal Enevoldsen** (Point of Rocks), **William Suit** (Alliance Tourism/Carnegie), **Kerri Rempp** (Discover NW Nebraska), **Lisa Burke** (Visit North Platte), **Brenda Leisy** (Scotts Bluff Area Visitor Bureau), **LouAnn Frei** (A Collective Gathering), **David Wolf** (Legacy of the Plains Museum), **Jay Sturdevant** (Scotts Bluff National Monument), **Eric Grunwald** (Legacy of the Plains Museum), **Audrey Todd** (Trails West YMCA Camp), **Tina Worthman** (Gering Visitors Bureau), **Steph Coley** (West Nebraska Arts Center)

### ATTENDANCE VIA ZOOM:

**Lilly Uhlmann** (Visit Nebraska), **Bev Wellnitz** (Sheridan County Tourism), **Steve Maly** (Maly Marketing)

### CALL TO ORDER:

Chairman Hal Enevoldsen called the meeting to order at 11:02 a.m. MST.

### INTRODUCTIONS:

Self-Introduction of Members and Guests with Community Updates

### CONSENT AGENDA (Agenda, Minutes, Financial Report):

Motion by Kerri Rempp and 2nd by Tina Worthman to approve the consent agenda. Motion carried.

### NEBRASKA TOURISM UPDATE (Lilly Uhlmann):

- **Director** - They are looking for a new director and applications are now open. Heather Hogue is Interim Director.
- **Visit Nebraska Grant Program** - Grant application closes on December 18, 2025, and contact Heather Hogue for any questions regarding this grant. The information and guidelines are listed on the Visit Nebraska website.
- **Registration for the 2026 Tourism Conference** - Registration is now open on the [VisitNebraska.com](https://www.VisitNebraska.com) website for the 2026 National Tourism Conference which will be in Lincoln, NE, February 10-12, 2026.
- **Tourism Award Nominations** - Nominations for the 2026 Nebraska Tourism Industry Awards are now open and are at the [VisitNebraska.com](https://www.VisitNebraska.com) website. The deadline for nominations is January 9, 2026.
- **Holiday Passport** - The Holiday Passport is going on now and ends January 11, 2026.
- **NWSS NATIONAL WESTERN STOCK SHOW**- The NWSS Denver Stock show coming up in January still has volunteer openings, so please consider volunteering.
- **WEBINARS** - Opportunities for free education through the webinars, which can be found at the [VisitNebraska.com](https://www.VisitNebraska.com) website under the Industry tab.

## **NEBRASKA TOURISM COMMISSION (NTC) UPDATE (Dave Wolf):**

They met in October. He encourages your local attractions/businesses to go to this conference. He also suggests you contact your State Senators, keep them informed, and build a good relationship with them.

## **PROFESSIONAL SERVICES RFP AND CONTRACT : (Approve contract every other year 2025)**

2 year contract for Support Services. The person for the contract is required to be a WNTC member. The timeline will have a due date of December 12, 2025. Kerri Rempp will work on RFP to be sent out to members.

## **MARKETING COMMITTEE (Lisa Burke/Maly Marketing):**

- **WEBSITE** - Website committee of Kendra Mitchell, Lisa Burke, and Kerri Rempp have been getting bids for the website which needs to be updated. Their recommendation is to choose Maly Marketing. We may have a chance to get a grant to pay for this. Motion made by Tina Worthman to move forward with the grant request, Second by Kerri Rempp. Motion Carried. Motion made by Tina Worthman to choose the bid from Maly Marketing for \$10,800 with \$65 a month hosting in the event we are unable to get the grant. Second by Lisa Burke. Motion carried.
- **FACEBOOK UPDATE (Kerri Rempp/Kendra Mitchell)** Kim Sharples had questions about the number of times a WNTC member can post on Facebook. When they do the highlight of a business, that is one time per year. When doing general facebook posts for a WNTC member, there are no limits at this time. WNTC members can email info@westnebraska.com or send a message on the Visit West Nebraska Facebook page. Discussion also held on adding Instagram and other social media in the future.
- **DESTINATION WESTERN NEBRASKA 2025 UPDATE (Kerri Rempp)** Cover has already been decided. Kerri Rempp has emailed out rough draft for people to review for accuracy.
- **STOCK SHOW BAGS (Kendra Mitchell)** Bags for the Stock Show are being updated and ordered. They will ship 4 cases to the Stock Show, and some to Scottsbluff, Sidney, North Platte, Chadron.

## **DISCUSS REPORTS ON SUPPLY NUMBERS FOR DESTINATION WESTERN NEBRASKA MAGAZINE:**

- **Kendra Mitchell** (Sidney) **8 Cases**
- **Kerri Rempp** (NW Nebraska) **0 Cases**
- **Tina Worthman** (Gering) **1 Case**
- **Lisa Burke** (North Platte) **5 Cases**
- **Brenda Leisy** (Scottsbluff) **10 cases**

## **WNTC MEMBERSHIP (Tina Worthman):**

Working on membership information and will have something ready for the March meeting.

## **2026 MEETINGS AND LOCATIONS**

- **JANUARY** - January 8, 2026 - Kimball, NE
- **MARCH** - March 19, 2026 - Bridgeport, NE
- **MAY** - May 14, 2026 - North Platte, NE

## **OTHER NEW BUSINESS AND CORRESPONDENCE:**

Members shared about the upcoming events they had coming up.

## **ADJOURN:**

With no further business, Hal Enevoldsen adjourned the meeting at 12:27 p.m.

## **HAYRACK RIDE:**

Dave Wolf took members and guests on a ride around the campus after the meeting.

Respectfully Submitted,

Kimberly Sharples, WNTC Secretary