

## Western Nebraska Tourism Coalition

May 14, 2026

### Minutes

President Hal Envoldsen called the May 14, 2026, meeting of the Western Nebraska Tourism Coalition to order at 12:00 CT at the Visitors Center in North Platte.

Present were Hal Envoldsen, Potter State Bank, Lilly Uhlman, Visit Nebraska, Tina Worthman, Visit Gering, Kim Nelson, Visit Kimball, Kendra Mitchell, Visit Cheyenne County/Sidney, Kerri Rempp, Discover Northwest Nebraska, Lisa Burke, Visit North Platte, Kellie Barner, Golden Spike Tower, Brenda Leisy, Scotts Bluff Area Visitors Bureau.

Rempp moved and Burke seconded to approve the consent agenda. Motion carried.

Rempp moved and Burke seconded to nominate Tina Worthman as the next WNTC president and Brenda Leisy as the next vice president for two-year terms. Motion carried.

Burke moved and Mitchell seconded to appoint Rempp as temporary treasurer and Audry Todd-Janicek to a one-year term as secretary. Motion carried.

Mitchell is taking a new position outside the industry.

Discussion was held on creating a separate dues structure for cities that charge occupation taxes and want to be a member of WNTC. Discussion was also held on recruiting Keith and Cherry counties back to the organization.

Rempp moved and Burke seconded to approve the FY26-27 budget. Motion carried.

Those involved with Panhandle Frontier Finds provided an update. The event is June 5-7 with more than 250 registered vendors. Information can be found at [panhandlefrontierfinds.com](http://panhandlefrontierfinds.com) or at their Facebook page.

Marketing updates were as follows:

- The new West Nebraska website is now live.
- No Facebook update.
- Seventy boxes of magazines were taken to Brochure Swap.
- The organization is in the process of setting up the option for private business members to pay their dues by credit card.
- Innovative Concepts/NSpire is interested in speaking with WNTC about publishing the Destination Western Nebraska. The marketing committee will reach out to them.

Uhlmann gave updates from Visit Nebraska:

- Winner of the National Travel and Tourism social media contest will be announced soon.
- She's moving to take over the Nebraska Passport Program as Madison resigned. Her education and industry position will be posted as open soon.
- She's looking into the possibility of hosting a Passport event on the western side of the state sometime this summer.
- Travel counselors will be staffed in 11 centers this summer.
- The new All Heart campaign is now in market.
- There will be an AI webinar May 27.
- Early registration for the Upper Midwest Convention and Visitors Bureau conference in September in Grand Island ends June 15.
- Agritourism conference will be in Scottsbluff-Gering this year

Kellie Barner and Lisa Burke shared info about what is taking place in North Platte. Rail Days will be at the Golden Spike Tower Aug. 6-9, and the Big Boy will be in town this month. The new rec center will be open next year in the fall, and Nebraskaland Days will be in June.

Envoldsen will get quotes on E&O insurance coverage.

The next WNTC meetings will be in September and November. Locations TBD.

The meeting was adjourned at 12:58 p.m. CT.