

WESTERN NEBRASKA TOURISM COALITION MONTHLY MEETING

March 19, 2026 – 11am
Prairie Winds Community Center, Bridgeport, Nebraska

ATTENDANCE IN PERSON:

Kerri Rempp (Discover NW Nebraska), **Lou Ann Frei** (A Collective Gathering), **Billie Mitchell** (Morrill County Tourism Committee), **Carri McCasland** (Morrill County Tourism Committee), **Bev Wellnitz** (Sheridan County Tourism), **Hal Enevoldsen** (Point of Rocks), **Brenda Leisy** (Scotts Bluff County Visitor), **Konni Sauder** (Deuel County Visitors Committee), **Kendra Mitchell** (Cheyenne County Tourism), **Tina Worthman** (Gering Visitors Bureau), **Loren Pospisil** (Chimney Rock NE State Historical Society), **Marlene Yeager** (Broadwater and Mo County), **William Suit** (Alliance Tourism), **Kim Nelson** (Kimball County Visitor Committee), **Graham Jordison** (Visit Nebraska), **Kim Sharples** (Earth Blessings)

ATTENDANCE VIA ZOOM:

Jacob Alexander (Great Plains Gravel Route), **Robb Finegan** (Great Plains Gravel Route), **Hannah Glatter** (Great Plains Gravel Route), **Noelle Battle** (Great Plains Gravel Route), **Dylan** (Great Plains Gravel Route), **Lisa Burke** (Visit North Platte)

CALL TO ORDER:

Chairman Hal Enevoldsen called the meeting to order at 11:00 am. MST

INTRODUCTIONS:

Self-Introduction of Members and Guests with Community Updates

CONSENT AGENDA: (Agenda, Minutes)

Motion by Tina Worthman and 2nd by Kendra Mitchell to approve the consent agenda. Motion carried.

GREAT PLAINS GRAVEL ROUTE, NEBRASKA SEGMENT - Robb Finnegan

Robb Finegan, Dylan, Hannah Glater, Noelle Battle, Jacob Alexander all spoke about the upcoming Great Plains Gravel Route event and the Nebraska segment. This non-profit organization is dedicated to the support and advancement of bikepacking and the conservation of the landscapes through which they ride. This event occurs across six states, beginning in Texas on May 12, 2026 and the Nebraska Segment will be June 1-9, 2026. Dylan is the filmmaker that will be filming for a documentary. Jacob is a biologist from Kansas working on the science aspect with the Eco Regions. They have information on their website [BikePackingRoots.org](https://www.facebook.com/bikepackingroots.org) and on facebook <https://www.facebook.com/bikepackingroots/> Be sure to follow them for updated information.

PANHANDLE FRONTIER FINDS UPDATE – Kerri Rempp, Kendra Mitchell, Tina Worthman, Will Suit

PFF will be held in the Nebraska Panhandle June 5-7, 2026. They are finishing up the information for the printed PFF Trail Guide and should be ready to print by May 1st. They currently have 232 paid vendors. Vendors can still sign up through April 30th, but they will not be in the printed trail guide, but will be listed in the online supplement. There should be rack cards ready for the brochure swap. They also received a marketing grant to be used for marketing to border states. Information was handed out at the Denver Stock show and also in South Dakota. Any questions contact info@panhandlefrontierfinds.com and please follow PFF on Facebook: <https://www.facebook.com/panhandlefrontierfinds>

SUPPORT SERVICES:

No applications were received. Lisa Burke and Kerri Rempp are filling in at this time. Postage can be reimbursed to Lisa in the future.

MARKETING COMMITTEE:

WEBSITE – Kendra Mitchell

Working on a new website. County information will be sent out for review. Any questions or information, please email to info@westnebraska.com

FACEBOOK - Kendra Mitchell

Not much done at this time

DESTINATION WESTERN NEBRASKA MAGAZINE DISCUSSION – Kerri Rempp

They have checked with another company but it will not work, so they feel that they should stay with Omaha Magazine and go with a 2 year contract. Motion by Kendra Mitchell and Second by Tina Worthman to approve using Omaha Magazine and sign a 2 year contract. Motion Carried.

Anyone needing magazines can contact :

- Scottsbluff - Brenda Leisy at 308-633-1808 or at brenda.leisy@scottsbuffcountyne.gov
- Sidney - Kendra Mitchell at 308-254-4030 or at director@visitsidneyne.com
- Chadron - Kerri Rempp at 308-432-3006 or at director@discoverwnebraska.com
- North Platte - Sydnee Nel at 308-532-4729 or at snel@visitnorthplatte.com

STOCK SHOW BAGS

Kendra has 8 cases, Kerri has 1 case, Kim Nelson has 1 case.

WNTC MEMBERSHIP – Tina Worthman

Tina presented a one page membership recruitment flyer. She asked those who have suggestions to email Kerri Rempp. Lou Ann Frei expressed concerns on how WNTC and the magazine actually

helped to push shoppers to individual businesses and discussion was held. Those who join for \$125 only get the name and phone number in the magazine but no information about what that business is. Kendra said they are looking at adding a new shopping category on the website to help draw shoppers to these businesses. Kerri mentioned they may also look at putting a shopping category in the magazine.

Kendra Mitchell mentioned that Cherry County and Keith County have not chosen to renew membership. She will be meeting with Keith County on April 15th. She asked for an approval to help recruit them by offering * Start membership immediately so they can take advantage of benefits immediately * Use one Keith County photo on the front cover of the Western Nebraska Magazine for one year * Host a meeting in Ogalalla to help educate and encourage Keith County businesses to join and * Inform them of the change of membership costs and that the maximum they would pay would be \$8000 for the year. Motion by Kerri Mitchell and Second by Will Suit to offer these benefits to Keith County. Motion carried.

Discussion on allowing credit card payments through Oregon Trail for those to pay for membership. Motion by Konni Sauder and Second by Will Suit . Motion carried.

Kerri Rempp mentioned on April 16 she is doing an industry gathering Treasure Chest Dawes and Sioux County and will discuss PFF and WNTC. You can RSVP until April 2nd.

LEGISLATIVE UPDATE/NEBRASKA TOURISM COMMISSION: Kerri Rempp

New Executive Director for Tourism is Jenn Gjerde.

\$4 million dollars has been taken from Nebraska Tourism fund, and \$150,000 for Lewis and Clark. There is LB 1071 for Omaha Sports Commission for an additional \$175,000.

NEBRASKA TOURISM UPDATE – Graham Jordison

Survey – Please complete survey from Lilly.

New Executive Director – Jenn Gjerde

National Western Stock Show -

Lisa Burke stated that she felt this really helps Western Nebraska and would like to see this continue, but not sure that Nebraska Tourism is wanting to do this.

Grant Winners have been announced. Next cycle begins in the Fall. Speak to Heather in their office for questions.

Nebraska Passport – The passport stops have been announced and booklets available through their office.

Nebraska Tourism Commission Meeting - May 12, 2026

Brochure Swap – May 13-14, 2026

Webinars – Listed on Visit Nebraska Website

Tourism Week – May 3-9, 2026

2026 Agritourism Conference – will be held in Fall in Gering/Scottsbluff.

2026 Travel Guides – He had some available for members to take with them today if needed.

Water Trails – Graham has been working on Water Trails across Nebraska.

BRIDGEPORT COMMUNITY SPOTLIGHT:

Billie Mitchell and Marlene Yeager spoke on Bridgeport and Morrill County.

- Courthouse and Jail House Rock
- 3 Museums in Morrill County
- 2 Golf Courses
- Chimney Rock Days
- Broadwater Days
- Camp Clark Days
- Website: <https://www.visitmorrillcounty.com/>
- Morrill County Fair in July
- Lazy U Market in Broadwater
- The Farm House B&B in Broadwater

Loren Pospisil spoke about Chimney Rock and Morrill County, and how Morrill County is the best location as there are roads East to West and North to South. Many tourists travel through Morrill County to and from their destinations. He also discussed The State Historical Association Foundation Path Network

NEXT MEETING:

May 13, 2026 at 10am MST/11amCST, in North Platte, Nebraska. Location TBA.

OTHER BUSINESS:

Kendra Mitchell – They were not approved for a Traveler Counselor for Cheyenne County. At this point the first travel center entering Nebraska from the West is Ogalalla. The new travel stop near Potter is hoping to be done in the Fall.

Kerri Rempp – Upper Midwest Convention and Visitors Bureau Fall Conference will be held September 21-23, 2026 in Grand Island, Nebraska. Website for more info: <https://umcvb.com/>

Tina Worthman – Sculptures across Interstate 80 for the 250th Anniversary. Gering is participating. For more information:

<https://www.artscouncil.nebraska.gov/event/i-80-sculpture-rededication-gering/>

ADJOURN:

Hal Enevoldsen adjourned the meeting at 1:10 pm