

## SARPY COUNTY VISITORS COMMITTEE

### MINUTES OF MEETING

MAY 29, 2014

A meeting of the Sarpy County Visitors Committee was convened in an open and public session in the Sarpy County Board room on May 29, 2014.

Notice of the meeting was given in advance thereto by publication in the Suburban Newspapers on May 21, 2014; proof of publication is on file at the County Tourism office. Notice of the meeting was simultaneously given to all members of the Sarpy County Visitors Committee. All proceedings were taken while the convened meeting was open to the public.

PRESENT: Dave Compton, Margaret White, Bob Hill, Jr., Jan Vala, Kyle Fisher, Steve Hilton  
ABSENT: Michelle Alexander

Chair Kyle Fisher called the meeting to order. Minutes of the April meeting were approved on a motion by White, seconded by Hill. Motion carried.

The financials were reviewed and discussed. Motion to accept the report was made by Hill, seconded by Compton. Motion carried.

Director Linda Revis gave the following update. The office is now open 7 days a week. We sent 2,016 visitors guides to people who requested them and had 283 visitors in the office.

New ads were taken out in the Interstate 80 Traveler; Food & Travel Quarterly; Nebraska football programs; 98 Days of Summer – Froggy 98; Family Ties.

Linda reported she had another visit with the developer of My Place Hotel, which is planning to build in La Vista.

We just concluded a very successful Class B State High School Baseball Tournament which was held at Werner Park and Fricke Field.

Linda attended the NETA (Nebraska Travel Association) and the NACVBs

Meetings in Gothenburg as well as participated in the state brochure swap.

We received 14 proposals for our web site. Linda has asked Mark Walter, Director of the IS Department and Beth Garber from the purchasing department (she wrote the rfp) to assist her in reviewing each proposal. Three were asked to come make presentations. Revis said she was asked during the review of the proposals why we are Sarpy County Tourism and not Sarpy

County Convention and Visitor's Bureau. At the time this office was formed there were no convention centers in the County. The question is should we change now when we are doing a new website? Discussion followed. White made a motion and it was seconded by Fisher that we recommend changing our name to Sarpy County CVB. Motion carried. Linda will discuss this with Mark Wayne, County Administrator.

Revis reported a three year lease extension has been signed with a reduction in our monthly rent.

Revis discussed a proposed craft beer tour project with the Omaha CVB. After some discussion, Revis was asked to see if our logo and web site could be placed on the brochure.

Revis reported that she had participated in a focus group meeting in Springfield, where the discussion was on recreations and tourism.

A \$20,000 grant request for RiverFest 2014 was reviewed. Following the discussion it was moved by Vala, seconded by Hill that we grant \$9,850.00 for TV advertising, newspaper (outside of the county) and radio advertising (not live remotes), billboards (outside the county) and advertising in the Kansas City Bull Sheet. Motion carried, Compton abstained.

A \$15,100 grant request from The Champions Village was reviewed. Following discussion it was moved by White, seconded by Hilton that we grant \$7,500.00. Motion carried.

Our next meeting is scheduled for June 19<sup>th</sup> in the Administrative Conference Room.

Meeting adjourned.

#### SARPY COUNTY VISITOR'S COMMITTEE

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Linda Revis, Director