

**Cheyenne County Visitors Committee meeting:**  
June 5, 2024 at 5:00 PM at the Cheyenne County Visitors Center  
658 Glover Road, Sidney, Nebraska 69162

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**5:01 PM Meeting to Order / Acknowledge Open Meetings Act:** Brooke DeNovellis

**Roll Call:** Gina Elsen, Marva Ellwanger, Judy Harris, Brooke DeNovellis, Dana Hill

**Absent:** Anne Rexroth

**Introduction of Guests:** Mary Ann Dickinson, Charlene Rich, Jane Reimers, Kim Sharples, Mike Motz, Andrew Bouza, Carrie Brown

**Director:** Kendra Mitchell

5:03 – Matt Elston arrived at the meeting

**Approve of current Agenda with Brooke’s request to swap items A and B in the discussion**

*M:* Judy *2<sup>nd</sup>:* Gina *Ayes:* Matt, Gina, Marva, Judy, Brooke

**Approve Minutes of April 3 and April 22 Meetings:**

*M:* Matt *2<sup>nd</sup>:* Marva *Ayes:* Matt, Marva, Judy Brooke *Abstain:* Gina

**Financial Reports:** Placed on file pending audit.

## **Business**

5:14 – Hal Enevoldsen arrived at the meeting

### **A. Grants**

- **Promotion Grant Request – Lodge Pole Old Settlers Committee for the 2024 Lodge Pole 100th Old Settlers Celebration**
  - Mary Ann Dickinson presented the grant application and discussed event plans and marketing efforts for the 100<sup>th</sup> celebration
  - Motion to recommend event promotion grant in the amount of \$5732.10
    - *M:* Marva *2<sup>nd</sup>:* Hal *Ayes:* Judy, Marva, Gina, Matt, Hal, Brooke
  
- **Improvement Grant Reimbursement Report – Nebraska Lutheran Outdoor Ministries for the improvements to the Sullivan Hills Camp**
  - Andrew Bouza presented the reimbursement report and updated the committee on more improvements planned for Sullivan Hills Camp
  - Motion to approve the reimbursement report for \$4000
    - *M:* Gina *2<sup>nd</sup>:* Matt *Ayes:* Hal, Matt, Gina, Marva, Judy, Brooke
  
- **Improvement Grant Reimbursement Report – Dalton Senior Citizens for the improvements to the Dalton Senior Citizens Center**
  - Charlene Rich and Jane Reimers presented the reimbursement
  - Motion to approve the reimbursement report for \$2500
    - *M:* Hal *2<sup>nd</sup>:* Matt *Ayes:* Judy, Marva, Gina, Matt, Hal, Brooke

- **Promotion Grant Reimbursement Report – High Plains Arts Council for the promotion of the 2023-2024 Performance Season**
  - Carrie Brown presented the reimbursement report and said that the marketing efforts resulted in a lot more interest and attendance from people outside of Sidney, especially Kimball, Sterling, and Bridgeport
  - Motion to approve the reimbursement report for \$5002.69
    - *M: Hal 2<sup>nd</sup>: Marva Ayes: Hal, Matt, Gina, Marva, Judy, Brooke*

**B. Director’s Report** – reviewed by committee

**C. General Discussion**

- **Billboards** – The committee reviewed quotes for the billboard sign faces: one in Potter and five near Sidney
  - Motion to accept the vinyl sign face bid from Chief Sign Company, LLC for the sign in Potter for \$5566 and the quote from Lamar to print one sign near Sidney and have Payne’s Handyman Service install that vinyl face. The sign near Sidney chosen for the first replacement is the one on Nathaniel Terman’s property.
    - *M: Hal 2<sup>nd</sup>: Judy Ayes: Hal, Matt, Gina, Marva, Judy, Brooke*
- **Marketing Budget** – Kendra explained to the committee that due to the budget year ending the committee needed to discuss how to allocate the budget for digital and print ads so that Maly could continue working on Cheyenne County’s campaigns. Kendra worked with Maly to develop a proposed budget for the digital ads throughout the year.
  - Motion to commit to \$30,000 for digital ads in the 2024/2025 budget year as well as \$9,000 for print ads - full page ad in 2025 WNTC Destination Western Nebraska travel guide as well as a half page ad in the 2025 Nebraska Tourism Guide.
    - *M: Gina 2<sup>nd</sup>: Matt Ayes: Judy, Marva, Gina, Matt, Hal, Brooke*

**D. Comments from the public** – none.

**Adjourn:** 6:27pm