

Cheyenne County Visitors Committee meeting:
March 6, 2024 at 5:00 PM at the Cheyenne County Visitors Center
658 Glover Road, Sidney, Nebraska 69162

4:57 PM Meeting to Order / Acknowledge Open Meetings Act: Brooke DeNovellis

Roll Call: Hal Enevoldsen, Gina Elsen, Marva Ellwanger, Judy Harris, Anne Rexroth, Brooke DeNovellis
Absent: none

Introduction of Guests: Ray Davenport, Charlene Henke, Jane Reimers, Matt Elston, Melissa Norgard, Dana Hill, Griffin Gale (online)

Director: Kendra Mitchell

Approve of current Agenda: *M:* Judy 2nd: Anne *Ayes:* Hal, Gina, Marva, Judy, Anne, Brooke

Approve Minutes of February 5 Meeting:

M: Judy 2nd: Gina *Ayes:* Hal, Gina, Marva, Judy, Anne, Brooke

Financial Reports: Placed on file pending audit.

Business

A. Grants

- **Cheyenne County Community Center Youth Classic Basketball Tournament**
 - Ray explained that due to scheduling issues the Community Center was unable to host the tournament on the original dates and have been unable to reschedule the tournament for a later date. They will forfeit the grant awarded for this event.

- **Dalton Senior Citizens Improvement Grant Request for Dalton Senior Center**
 - Charlene and Jane discussed the improvements needed for the Dalton Senior Center. Since they submitted the application they have had another issue come up with a water pipe that needs to be repaired urgently. They also explained that the building is used for various purposes during the Dalton Fall Festival and throughout the year for social events.
 - Motion to recommend an improvement grant in the amount of \$1000 to do necessary repairs to the Dalton Senior Center
 - *M:* Anne 2nd: Gina
Hal–no, Gina–no, Marva–no, Judy–no, Anne–yes, Brooke–yes
(4 No, 2 Yes)
 - Motion to recommend an improvement grant in the amount of \$2500 to do necessary repairs to the Dalton Senior Center
 - *M:* Hal 2nd: Marva
Hal–yes, Gina–yes, Marva–yes, Judy–yes, Anne–yes, Brooke–no
(5 Yes, 1 No)

- **City of Sidney Event Incentive Grant Request for Downtown Sounds** (tabled from February meeting)
 - Email from County Attorney - Paul Schaub – was distributed and discussed regarding the eligibility of the grant request
 - Melissa Norgard presented an updated grant request on behalf of the City of Sidney.
 - Motion to take this request from the table
 - *M: Judy 2nd: Hal*
Hal–yes, Gina–yes, Marva–yes, Judy–yes, Anne–yes, Brooke–yes
(5 Yes)
 - Motion to recommend an event incentive grant in the amount of \$6000
 - *M: Hal 2nd: Judy*
Hal–yes, Gina–yes, Marva–abstain, Judy–yes, Anne–no, Brooke–no
(3 Yes, 2 No, 1 Abstain)
 - Motion to recommend an event incentive grant in the amount of \$4500
 - *M: Hal 2nd: Anne*
Hal–no, Gina–yes, Marva–abstain, Judy–yes, Anne–yes, Brooke–no
(3 Yes, 2 No, 1 Abstain)
 - Motion to recommend an event incentive grant in the amount of \$4500
 - *M: Hal 2nd: Anne*
Hal–yes, Gina–yes, Marva–abstain, Judy–yes, Anne–yes, Brooke–no
(4 Yes, 1 No, 1 Abstain)

Cindy Bartling arrived at the meeting at 5:46pm.

- **Way Out West Community Theatre Reimbursement Report for Improvement Grant**
 - Cindy Bartling presented the reimbursement report.
 - Motion to table
 - *M: Hal - the motion was not seconded*
 - Motion to approve the reimbursement for \$20,000
 - *M: Gina 2nd: Anne*
Hal–no, Gina–yes, Marva–yes, Judy–yes, Anne–yes, Brooke–yes
(5 Yes, 1 No)

B. Director’s Report – reviewed by committee

C. General Discussion

- **Maly STP Presentation** – Griffin Gale presented the Segmentation, Targeting, and Positioning presentation prepared by Maly Marketing. He discussed the overall concept for billboard and digital advertising. Due to the timelines for an updated brochure to be printed by mid-April, Griffin will prioritize the design and have a first draft completed next week. Kendra will distribute individually to the Visitors Committee for feedback prior to the next meeting on April 3.

Hal Enevoldsen left the meeting at 7:07pm.

- **Print Ads** – Maly Marketing’s suggestion to the committee is to cancel all pending print ads and to only purchase print ads in the WNTC and Nebraska Tourism publications going forward
 - Motion to cancel ads in True West and Nebraska Life
 - *M:* Anne *2nd:* Judy
Gina–yes, Marva–yes, Judy–yes, Anne–yes, Brooke–yes
(5 Yes)

- **May meeting date** – Kendra explained that the CEC Conference hosted in Sidney is scheduled to take place on May 1 and 2.
 - Motion to move the May meeting date to May 2 at 5pm
 - *M:* Gina *2nd:* Marva
Gina–yes, Marva–yes, Judy–yes, Anne–yes, Brooke–yes
(5 Yes)

D. Comments from the public – Matt Elston and Dana Hill expressed interest in becoming members of the visitors committee. They intend to continue attending meetings. Matt Elston owns a business that will be opening soon in downtown Sidney as well as an AirBnB property. Dana Hill is the librarian in Lodgepole and serves on multiple committees in Lodgepole including Lodgepole Old Settlers Days and the Lodgepole Community Fund.

Adjourn: 8:04pm