

# NEBRASKA

Travel Association



January 24, 2011  
The Cornhusker Hotel, Lincoln  
Ivanhoe Room  
1:00 PM – 3:00 PM

## Meeting Minutes

1. Call meeting to order – 1:12 PM  
Introductions
2. Approval of October 13, 2010, minutes / Motion to approve-Karla Niedan-Streeks, 2nd Pat Coldiron
3. Review of January 19, 2011, financials / Motion to approve-Kevin Howard, 2<sup>nd</sup> Brent Clark
4. Executive Board Changes

Announcement made of Dawn Ream's resignation of the Treasurer position – the remainder of her term will be filled by Patty Glidden. Announcement also made of Debbie Skinner as past-chair

5. Committee Reports:
  - A. August Meeting – Discussion about the meeting needing purpose. Possibly the meeting could be a goal setting and strategic planning session.
  - B. Brochure Swap 2011 – North Platte  
May 19, 2011, Creekside Event Center  
Brochure Swap 2012 – Lexington
  - C. Bylaws & Policies –
    - bylaws missing for Silent Auction & website committees
  - D. Education – Stacie Newlin, Suella Hanlon, Rose Ralstin
    - Speaker Topic suggestions were: "Creating the Experience", "Brochure/Visitor Guides – Training on Design", How to get people to the table to help build tourism in your community:
  - E. Legislative – Dana Markel / Renee Seifert – Discussion on importance of letting our lobbyist lead legislation and getting weekly updates from Julia.
  - F. Membership – No Report
  - G. Nominating Committee – Lisa Burke & Karla Niedan-Streeks  
May meeting – Treasurer & Secretary positions up for election
  - H. Scholarships – No Report
  - I. Silent Auction – Cat Beekley, Orla Kitt, Patty Glidden  
Report of \$6,060 raised  
Importance of giving and buying for the fundraising effort for NETA.
  - J. Travel & Trade Shows – Dean Jacobs/Bob Sautter  
River City Hunting, Fishing, Boating & RV Expo, Council Bluffs, Jan. 21 – 23 (Brent from South Sioux City has attended this conference and would highly recommend).  
Royal Manitoba Winter Fair - Canada, March 28 – April 2  
Minneapolis Northwest Sport Show – March 30 – April 3

K. Web Site – As Committee Chair Kevin Howard would like to form a website committee.

6. Other Business:

- A. State Tourism report – Christian Hornbaker provided a presentation on the Marketing conversion study. – To receive the presentation please eMail Christian at [christian.hornbaker@nebraska.gov](mailto:christian.hornbaker@nebraska.gov)
- B. 2011 Passport program will be announced May 4<sup>th</sup> during See NE week

7. New Business: None

8. Adjourn - 2:40pm.