

# Nebraska Travel Association

Quarterly Meeting

Feb. 1<sup>st</sup>, 2019

NSEA Building/Legislative Luncheon

Lincoln, NE

## Minutes

A quarterly meeting of the Nebraska Travel Association (NETA) was held at the NSEA Building in Lincoln, NE on Friday, February 1<sup>st</sup>, 2019. The meeting was held after the annual Legislative Luncheon. All executive board members were present (David Fudge [North Platte], President; Traci Jeffrey [Norfolk], Vice President; Kristina Reeves [Chadron], Treasurer; Jarrod McCartney [Red Cloud], Secretary; and Carol Schlegel [McCook], Past President). 20-25 people attended the meeting, not all of whom signed the sheet (4 attended via Zoom).

The meeting was **called to order** at 1:18pm.

**Minutes** from the October 18<sup>th</sup>, 2018 meeting that followed the conclusion of the 2018 Travel Conference at the Lied Lodge in Nebraska City. Reeves made a motion to approve. Brad Mellema (Grand Island) seconded. Motion passed unanimously without debate.

Treasurer Reeves gave the **Financial Report**. A balance sheet and budget were attached to the agenda that was handed out at the meeting. The reports show total assets of \$73,603.58 with \$24,492.61 in net income for July 2018 through June 2019. Deb Loseke (Columbus) made a motion to approve the balance and Jeff Maul (Lincoln) seconded. Motion passed unanimously without debate.

Roger Jasnoch (Kearney) and Schlegel provided the **Legislative Update** to the group. Jasnoch noted that at the Legislative Luncheon that took place prior to the meeting that 30+ state senators and legislative aides showed up with a number of RSVPs turning into no-shows. The general consensus for the no-shows was debate going long on the floor of the State Legislature. Jasnoch summarized what took place during the luncheon to the group and noted that Tourism Commissioner John Ricks' presentation to the senators went well and was well received. It was also agreed that the NSEA space was an ideal place to have the meeting during the lengthy construction project taking place at the State Capitol. The group agreed that next year's meeting should take place at the same location. Discussion was had amongst the group concerning bills of note in the legislature and a brief discussion of the Civic and Community Center Financing Fund and the changes made was had. Most of the discussion concerned LB367 introduced by Senator Stinner (allows the Tourism Commission to sell merchandise). Mellema noted that we should make sure the legislation allows the Tourism Commission to license for resale, including use of the new tourism slogan: "Honestly, It's Not For Everyone."

Schlegel and Fudge noted that the next legislative update call would be at 4pm the following Monday and that those interested in being on the call should contact Schlegel. The call is routinely at 4pm on Mondays during legislative sessions.

Next, Clark Kolterman (Seward) gave an update on his community's preparations for the **Brochure Swap** which will be held in Seward. The Brochure Swap will take place on May 14<sup>th</sup>-15<sup>th</sup> and will be located at the Seward County Fairgrounds. May 14<sup>th</sup> will be the NETA meeting and the 15<sup>th</sup> will be the Brochure

Swap. The NETA meeting will take place at the Junta Winery from 3pm-5pm with a follow up event at the Bottle Rocket Brewery. Fudge noted that RFPs to host the 2020 Brochure Swap would be sent out in March and that NETA would attempt to vote on it in April.

Traci Jeffrey moved the group to discuss **committee formations**. Mellema voiced a need for CVBs to have a formal committee to handle CVB specific business. Such a committee has been lacking since the merger of NETA/NACVB. Jeffrey gave a report on who belonged to the different committees (Legislative, Marketing & PR, etc). It was noted that there should be a temporary committee to handle ABA 2020 Marketing & PR since NETA is a platinum sponsor of that event (in Omaha). It was suggested that that could be part of the current Marketing & PR committee which presently only includes Fudge & McCartney. It was suggested that Jasnoch, Kisten Parker from Golden Spike, and Micheal Collins from the Nebraska Tourism Commission should be part of an expanded committee to focus on ABA 2020.

Fudge pointed out NETA will need a new member for the Board of Directors after Past President Schlegel rolls off the board after the Brochure Swap in May. A non-DMO (Direct Marketing Organization) member will be needed to replace Schlegel.

Maul reviewed his experiences at ABA in Louisville in January 2019 as did Jasnoch. Maul pushed for positive momentum for the maximum amount of Nebraska exposure.

With there being no further business, the meeting **adjourned** at approximately 1:47pm.

The **Next Meeting** of the Nebraska Travel Association will be May 14<sup>th</sup> in Seward at Junta Winery—which is the day before the Brochure Swap.

**ATTENDEES:** Jarrod McCartney (Red Cloud Tourism & Commerce); David Fudge (NEBRASKAland Days); Brad Mellema (Grand Island CVB); Roger Jasnoch (Kearney CVB); Lisa Burke (North Platte CVB); Abby Schademan (Wayne Area Economic Development); Bob Sautter (York CVB); Deb Loseke (Columbus CVB); Carol Schlegel (McCook/Red Willow County CVB); Traci Jeffrey (Norfolk Area Visitors Bureau); Kristina Reeves (Discover Northwest Nebraska); Ashley Olson (Willa Cather Foundation); Angie Brena (Beatrice/Gage County); Jeff Maul (Lincoln CVB); Stacy Stalder (Gandy House B&B, Humboldt); Twila Philips; Brenda Leisey; Carl Reichart (Cass County)