

**Nebraska Travel Association (NETA)/  
Nebraska Association of Convention & Visitors Bureaus (NACVB)  
Joint Fall Meeting Minutes  
October 18, 2016 Gering, NE**

In Attendance: Kirshenbaum, Jacobs, Caskey, Young, Akin, Baker, Bartels, Beem, Bridges, Burke, Burkhart-Kriesel, Clark, Enevoldsen, Fegter, Focke, Foland, Fudge, Gaudreault, Gerberding, Gjerde, M. Glidden, P. Glidden, Grabau, Gustafson, Hausmann, Howard, Jasnoch, Jeffrey, Kile, Lacy, Lang, Leisy, Loseke, McCartney, McCune, Mellema, Monti, Niedan-Streeks, Parker, Paschall, Pemberton, Pollock, Revis, Ridder, Sauder, Sautter, Seibert, Scarborough, Schadwinkel, Schiphoff, Schlegel, Shrewsbury, Teget, Thomas, Ward, Weber, Wilken, Wirth.

Called to order: 11:05 AM

1. Welcome and Introductions – Todd Kirshenbaum and Brad Mellema, Chairs of NETA and NACVB
2. Election of new NACVB Chair and Secretary – tabled until Eco-Agri Conference in Feb. 2017.
3. Approval of Minutes from May, 2016 meeting in Lexington  
NETA minutes – Fudge moved, Howard seconded, motion carried  
NACVB minutes – Burke moved, Schlegel seconded, motion carried
4. Financials-Lora Young, NETA Treasurer and Bob Sautter, NACVB Treasurer  
NETA financials – Young reported, printed copies distributed  
NACVB financials – Sautter reported, printed copies distributed
5. Committee Reports
  - a. Scholarships-Brenda Leisy reported 5 scholarships were given and announced the winners' names.
  - b. Silent Auction-Patty Glidden announced the times of the auction and encouraged all to bid high and often.
  - c. Brochure Swap-Todd Kirshenbaum announced the brochure swap will be in North Platte in May 2017.
  - d. Trade Shows- Tell Todd if you are going to be able to work one of the shows. If you wish to send your brochures, you may send 200 for a fee of \$75.
    - i. Kansas City- January 19-22, 2017
    - ii. Minneapolis- March 23-26, 2017
6. Other Reports
  - a. Legislative-Roger Jasnoch and Andy Pollock  
Andy Pollock spent time going over the bill Senator Melo drafted to reconfigure the composition of the Tourism Commission board and to include more geographical diversity on the board. Senator Stinner and others will be moving the bill forward since Senator Melo has termed out. Suggestions from NETA and NACVB will be shared with the drafters of the bill.
  - b. Nebraska Tourism Commission Reports-Deb Loseke and Carol Schlegel suggested attending the Commission meeting to follow.
7. Other Business
  - a. Discussion on merging the two entities together  
Todd Kirshenbaum and Brad Mellema presented a 5 part merger concept. See below.  
Niedan-Streeks moved to go forward with the idea, Fudge seconded, motion carried.

Proposed framework for building a new non-profit tourism based state-wide association whose activities are designed to promote and strengthen the tourism industry in Nebraska.

Our members could include: accommodations, airlines, attractions, campgrounds, convention and visitor bureaus, chambers of commerce, publications, public relations and advertising firms, regional groups, restaurants, suppliers to the tourism and convention community, travel agencies/clubs, tour operators and individuals.

**Legislative/Government relations-** Along with our professional tourism lobby efforts, work to create a tourism presence in our legislature. State Tourism Commission representation is included here as well. Educating lawmakers through study sessions and providing information to local and state level lawmakers bringing clarity to complex tourism issues.

**Marketing** - Manage an association website that has information for media and general public as well as a members section that provides directories and current reports on state-wide issues.

Public relations, Press releases, Trade shows, Internal/external communications, Coop marketing.

**Emerging markets** - Represent small/emerging tourism communities for growth and development. Grants and funding sources.

**Brochure Swap/ Annual meeting** - Coordinates annual brochure swap and all association meetings.

Continuing Education, Networking, Professional development.

**Best Practices** - develop a system of guidelines and consistent operations for DMO's and Attractions. Certification. Economic impact studies. Surveys.

Hiring a firm to facilitate and manage the new entity. Need proposal by the spring eco-tourism conference in Broken Bow.

8. New Business

- a. Legislative session with State Senators, do we hold our own or go in with the Tourism Commission? Did not get discussed.

9. Adjourn

Submitted by Jo Caskey, NETA Secretary