

NETA Spring Meeting
May 19, 2016 Lexington, NE

In Attendance: Kirshenbaum, Jacobs, Caskey, Young, Akin, Amundson, Backsen, Bappe, Beem, Burke, Combs-Platter, Cranford, Fales, Felt, Focke, Friedli, Gaudreault, Gerberding, Gjerde, M. Glidden, P. Glidden, Gosser, Hain, Harris, Haner, Hausmann, Hayes, Hogue, Howard, Jasnoch, Jeffrey, Johnson, Kearney, Kollars, Kwapnioski, Leisy, Lemmer, Loseke, Maul, McCartney, Mellema, Monti, Niedan-Streeks, Olson, Parker, Paly, Pollock, Revis, Roblyer, Sautter, Seibert, Schademann, Schlegel, Simpson, L. Sorensen, W. Sorensen, Thomas, Tideman, Watermeier, White, Wibug, T. Witt, T. Witt, Znawerks.

Called to order: 12:24 PM

Approval of October 2015 minutes: Name corrections were noted. Moved by Kevin Howard, seconded by Jeff Maul to approve the minutes with corrections. Motion carried.

Approval of Financials: Moved by Karla Nieden-Streeks, seconded by Brenda Leisy to approve the financials. Motion carried.

- a. A tentative budget was discussed. Some adjustments will need to be made to bring it into balance. Moved by Kirsten Parker, seconded by Becky Tideman to approve the proposed budget. Motion carried.

Committee Reports:

- a. Scholarship: Brenda Leisy reported 6 scholarships were given at \$250 each.
- b. Silent Auction: Patty Glidden reported \$8,500 was raised at the 2015 silent auction.
- c. Brochure Swap: Todd Kirshenbaum reported that North Platte has the first right of refusal for the 2017 brochure swap. Lisa Burke will let Todd know if they would like it.
- d. Trade Shows: Bob Sautter reported that the Northwest Sport Show in Minneapolis was a very show and Kansas City show was also good, but is a much smaller show. The banners were found and used. Moved by Linda Revis, seconded by Tom Witt to continue these two shows. Motion carried.

Other Reports:

- a. Legislative Committee: Roger Jasnoch reported on the session: LB745 increasing park fees passed, LB 884 expands the turn back tax for areas, LB960 supports road projects, and LB1104 created a craft brewery fund.
- b. Nebraska Tourism Commission: Commissioner Deb Loseke presented an update on the state's activities:
Deadlines on the marketing grants are going to be strictly enforced
Tourism Cares will be announcing 2 more project dates
Tourism conference is in Gering, scholarships are available
A second round of grants will be coming
Eco-Agri Tourism conference will be in Broken Bow
The Governor created a new video for the website
The Fall-Winter travel guide is in production
Media tours will continue this year
Michael Collins has been meeting with the CVB's to plan a change to group marketing efforts
35 travel counselors have been hired for the summer
An economic impact study will be done

Other Business:

- a. Moved by Kevin Howard, seconded by Karla Niedan-Streeks to elect Todd Kirshenbaum as President and Dean Jacobs as Vice President. Motion Carried.
- b. Chris Amundson gave a brief presentation about a new publication they are developing.

New Business:

A discussion of merging NETA and NACVB was led by Todd Kirshenbaum and Kim Kwapnioski. Moved by Kirsten Parker, seconded by Jo Caskey to move forward with NACVB to start the discussion. Brad Mellema called

the question. However, more discussion was desired, so Brad Mellema withdrew his motion. After additional discussion, motion carried.

Adjourn: 2:25 PM

Respectfully Submitted: Jo Caskey, Secretary