

## **NETA Membership Meeting**

### **Minutes**

**2/12/2020 Lincoln, NE**

**Meeting called to order by NETA President Traci Jeffrey at 1pm**

- 1. Approval of Minutes** – motion by David Fudge, 2<sup>nd</sup> by Fred Uhe MP
- 2. Financials** – Traci Jeffrey/Wendy Morrissey

Wendy reviewed P&L statement and balances. David Fudge pointed out negative number at bottom and said it will get “redder”. Traci explained that board is currently pursuing potential members. Motion to approve – Keith Backsen, 2<sup>nd</sup> by Jarrod McCartney MP

- 3. NETA Membership Drive** – Traci Jeffrey/Wendy Morrissey

Wendy stated the first group of potential members we focus on will be those that attended the last travel conference but are not currently members of NETA. We will be asking for volunteers from our members to help with contacting potential members. Traci stated that we need every county represented as members of NETA. David Fudge stated that NETA is the major factor that has enabled much of the ecotourism in the state.

- 4. Marketing Webinar** – Traci Jeffrey

Beginning next month NETA will be providing a quarterly webinar on different topics to help our members grow in skills and knowledge. Our first webinar will be held on March 12 at 2pm and presented by Steve Maly, Maly Marketing. He will speak on marketing. Future webinar ideas include but are not limited to: CVB's, Grant Writing, Professional Advertising, Training Staff, Recruitment/Retention of Staff.

We also received the results of our NETA Survey that was sent out after the travel conference. This survey was sent out in 2 separate emails and included as a link in our newsletter. Based on those who took the survey, 58% want the Brochure Swap to be held centrally in the state. When questioned about a possible NETA Social Mixer, 58% also stated that they were a “maybe” for Winter or Spring.

#### 5. Legislative Update – Nick

We are in day 23 of a 60 day session (that is set to end at the end of April).

Latest news – Nick spoke to Senator Lowe, who is working on LB1056 (expanded liquor license legislation) stated that he expects the bill to get “Christmas Tree’d” into a bundle with 5-6 other bills until the end of the year.

#### 6. Brochure Swap – Traci Jeffrey/Jill Lander

Location for this year will be Grand Island on May 12-13, 2020 at the Crane Trust.

John Ricks, NTC Ex Director, brought up an idea to have a Input and Ideas meeting during this time as there will be a substantial group of travel-based individuals present. It was discussed and decided on the afternoon of May 12<sup>th</sup>. More information will follow.

#### 7. Membership Q & A

No questions but comments

Jeanna Stavas suggested we offer a free webinar for non-members to entice them to join

Traci Jeffrey stated that Wendy will be on the NTC webinar prior to Andy Pollock presenting this month to talk about NETA membership opportunity.

Lisa Burke pointed out the poor turnout at today's luncheon. Breakfast was brought up but others stated that was low in the past also. Suggestion to bundle our lunch with other associations came up. NHLA is hosting lunch tomorrow. Keith Backsen suggested we have more of a focused presentation and let Senators know how they can help us. Have 3 "takeaways" that create action.

Twyla Witt stated that Senator Brewer's aid had questions about wind turbines and losing migrating cranes and dark skies. Also NPPD putting up R-line (transmission lines) and having an impact.

Lisa Burke stated that the ABA wrap up meeting would be held immediately following this meeting.

Motion to adjourn – Deb Loeske, 2<sup>nd</sup> by David Fudge

Meeting adjourned at 1:31pm

Minutes Submitted by Karen Baker, Secretary, NETA