

NETA Membership Meeting
Minutes
10/24/19, North Platte NE
(transcribed in agenda order)

Attendance: Traci Jeffrey, Norfolk VB; Wendy Morrissey, NE Travel Association; Karen Baker, NE Assn of Bed and Breakfast; Karla Niedan-Streeks, Gering Visitors Bureau; Steve Maly, Maly Marketing; Shirley Wichman, NE Tourism Commission; Lisa Burke, North Platte Visitor Center; David Fudge, Nebraskaland Days; Jarrod McCartney, Red Cloud Tourism & Comm.; Michele Hayes, Visit Omaha; Andy Pollock, Rembolt Ludtke; Judy McCune, Furnas Cty VB; Pat Coldiron, Liberty House/Seward VB; Mark Foradori, Archway; Sharon Hambek, Seward Visitors Committee; Jeanna Stavas, Whispering Pines B&B; Patty Glidden, Sandhills Motel; Carol Schlegel, McCook/RWCo VB; Zandra Carlini, Grand Island Tourism; Jill Londer, Grand Island Tourism; Pat Bridges, Double R Guest Ranch LLC; Fred Uhe, Sarpy Co Tourism; Jane Gustafson, NE Game & Parks; Kern Rempp, NW Nebraska Tourism; Regina Osburn, Cherry Co Tourism; Kirsten Parker, Golden Spike Tower; Deb Loseke, Columbus/Platte Co CVB; Jessica Rocha, Kimball Co Tourism; Abby Schademann, Wayne Area Economic Dev; Bob Sautter, York Co Visitors Bureau; Roger Kuhn, Nebraska Game and Parks/ NE Tourism Comm.; Jeff Maul, Lincoln CVB; Stacie Wilken, Norfolk CVB; Roger Jasnoch, Kearney CVB; Anjanette Bonham, Adams Co CVB; Karen Kollars, Nebraska Tourism Comm.; Jean Norman, Our Heritage Ranch; Christa Monti, Boys Town; Terri Licking, Thedford

Meeting called to order by NETA President Traci Jeffrey at 8am

1. **Approval of Minutes** – motion by David Fudge, 2nd by Karla Niedan-Streeks, MP
2. **Introduction of Board Members**
3. **Financial Report** – Traci Jeffrey/David Fudge: We made approx. \$5700 on the Silent Auction. Our finances are good – we are adding new members to offset costs. David stated that our P&L looks a little lopsided right now due to ABA expenses, but they will all balance out when all payments are received. Motion by Lisa Burke to accept financial report, 2nd by Carol Schlegel, MP
4. **2020 Brochure Swap** – Traci Jeffrey
Two RFP's have been received for the 2020 Brochure Swap. Grand Island was chosen to host the swap. It will be held at the Crane Trust in May.
A discussion started regarding location of our annual brochure swap concerning location. Those on the West side of the state feel that it may be held too far East on a regular basis that makes it difficult for the participants from the West side of the state to attend. It was requested that the board consider making a location in the middle of the state the regular location for the Brochure Swap. This will be discussed at the board meeting.
Traci acknowledged Carol Schlegel for being very involved in the Brochure Swap as a past NETA board member. Carol spoke briefly about Brochure Swaps and acknowledged what a great job Seward did last year.
5. **Legislative Update** – Andy Pollock & Roger Jasnoch
Andy reviewed update given yesterday at the morning meeting. Two items he feels are important going forward currently are the Renewal of the Nebraska Advantage Act and an attempt to pass more legislation on property tax reform.
Andy also advised NETA not to pursue anything “too crazy” this year. “Keep the powder dry and heads low”. This is an election year.
Roger acknowledged Andy for all of his hard work in the Legislature for NETA. He stated that the NETA

Legislative Committee calls will begin again soon on Mondays at 4pm CST. Andy let everyone know that if they have any questions about any of the legislation to feel free to call him.

6. Tourism Industry Funding – Andy Pollock

Need to increase funding to Nebraska Tourism Commission. We are working on some plans that will take 3+ years. Committee has been formed. More information will be coming.

7. ABA Sponsorship – David Fudge

David covered the financial info under the Financial Report. The smaller space that the participating communities reserved has been combined with the NTC space to have a bigger impact (10x30). New banners have been ordered. He said Brad Mellema from Grand Island will serve as Appointment Talker. David will send out volunteer forms. Michele Hays from Omaha spoke regarding volunteers needed. Multiple shifts and 15 hotels. They will be having volunteers at airport, on buses to hotels, at hotels. Michele said they will also be having water and snacks on buses to hotels. Looking for 300 volunteers and snack donations. Andy Pollock suggested a call for volunteers be put in the next NETA newsletter with a link to Michele. Lisa Burke from North Platte stated that there are also pre-FAM and post-FAM tours scheduled.

8. NETA Marketing Updates – Traci Jeffrey with guest, Steve Maly of Maly Marketing

New brochures have been created and are in middle of tables in this meeting. Steve unveiled proposed updated NETA website. Word press format for easy updates. All work done in-kind. Discussion on satirical text on pages playing off of the Nebraska Travel campaign of “Nebraska. Honestly, it’s not for everyone”. Most were in favor of keeping the text as is. Site will go live next week.

Traci introduced Jessica Rocha with Kimball County Tourism as our NETA Scholarship recipient. Jessica graciously thanked the NETA members for this opportunity and expressed how much she enjoyed the conference. Traci also passed around the Thank You card that Jessica sent to the NETA Board.

9. 2020 Legislative Day – Roger Jasnoch

The Legislative Day will be held on Wednesday, February 12, 2020 from 11:30am-1pm at the Nebraska State Education Association building in Lincoln. Postcard invitations will be mailed out after Thanksgiving. There will online reservation. The \$50 cost will pay for your lunch and 1 senator lunch.

10. Next Membership Meeting: Not discussed

11. Membership Q&A – Traci Jeffrey

Traci brought up the possibility of an annual NETA mixer like we held in the past. Lisa Burke stated that this used to be a bid event held in August and that NETA invited the Travel Counselors to join us as a thank you to them. Past events included tanking and canoeing but we need to include an educational aspect to justify the “need” to attend. Board will discuss further.

Wendy Morrissey, NETA Admin, promoted NETA membership for any of those in attendance who were not current members.

Andy Pollock spoke about his writing career and promoted his book.

Teri Licking from Thedford, NE promoted BRAN going through Alliance, NE on June 6, Hyannis, NE on June 7, and Thedford, NE on June 8.

Teri also promoted Association of Nebraska Arts Club exhibit in Fremont NE in early June.

Traci Jeffrey adjourned meeting at 9:01 am.

Minutes submitted by Karen Baker, Secretary