

NETA General Membership Meeting Minutes 10/20/2021

Meeting called to order by David Fudge at 4:01pm

1. Welcome - David began the meeting updating us on the newly reorganized Board of Directors.

President: David Fudge

Vice President: Regina Osburn

Secretary: Karen Baker

Treasurer: Steve Maly

Before proceeding into meeting, David made point of order and reminded everyone that each entity would have only 1 vote on any motions.

2. Approval of Minutes – motion to approve by Kirsten Parker, 2nd by Katy McNeil – approved and motion carried.

3. Financial Report – new treasurer Steve Maly deferred to NETA Ex Dir Wendy Kreuser. Covered fiscal year from July 1 – June 30. P&L -\$1588.14. Motion to approve by Terri Licking, 2nd by Shirley Trout - approved and motion carried

Moved item 5 up so Andy could present.

5. Legislative Update – Andy Pollock, NETA's attorney and Legislative rep, told us that this last year was strange in all regards, including legislature. The budget did pass but it was a tough session. This session was the 1st year of the biennial legislature. NETA supported bills that passed: LB39, LB72, LB142. LB59 did not pass due to time limitations but is still live. Any bill that did not pass this year will be taken up again next session. LB181, the arena bill, stalled. The original bill was gutted and reworded and passed with new wording.

Next year will be the same group of senators. Property taxes is still a concern. No NETA bills to push right now. The next session will be a short session. Redistricting passed but seems it won't have any noticeable effect on tourism.

David Fudge and Andy then shared the contract agreements with Andy and Wendy. Voted to allow the board to move forward with finalization of both contracts. Motion to approved by Terri Licking, 2nd by Bob Sautter. Approved and motion carried.

4. Legislative Committee and Procedures - David Fudge shared new Legislative Committee process and procedures. Carol Schlegal, Fred Uhe, Regina Osburn and David will be on committee. All issues will be submitted via a form on the NETA website to the committee and will be tracked. Form was shared with members.

6. Legislative Gift – David Fudge reviewed with members the video mailed that we will be sending to the senators in lieu of the annual legislative luncheon. Ten communities will be advertising on the mailers. The cost is approximately \$70 per mailer but the cost is not a gift issue per Andy.

7. ABA Booklet – Lisa Burke presented on the next ABA booklet. There were 52 operators in 2019 and bus groups were targeted for tours in these communities. Indiana had one at the ABA in Omaha so we started a booklet here. Lisa stated that if you are not prepared for 50+ people to roll into town and treat them like royalty, but you want to participate, talk to Michael with Nebraska Tourism Commission and he can help you understand what's involved. Lisa had a "fact sheet" available and stated to participate, you must be a NETA member. There will be 525-625 printed and cost to advertise is \$450. Deadline is 11/22. Ex Dir Wendy will be contact person. John Ricks said NE is hosting a breakfast with tour operators and Nebraska will have a 10x40 booth at the next ABA in Texas, 1/8-11, 2022. Members were told to be aware that this is a 3–5-year return on investment in participation.

8. Social Media Calendar – VP Regina Osburn shared that Western Nebraska Travel Coalition started a shared posting site and so NETA has decided to add that to our website. It will include Legislative info, NETA events, Member Spotlights and other topics. There will be a form on our website to submit your information and photos and select the month you would like it posted.

9. Member Q&A – none

Meeting adjourned at 4:49

Submitted by Karen Baker, Secretary, NETA