

NETA Minutes

Oct. 25, 2022

Chairman Regina Osburn called the Oct. 25, 2022, membership meeting of the Nebraska Travel Conference to order at 4:01 p.m.

In attendance were board members Osburn, Anjanette Bonham, Steve Maly, Brianne Schuler, Kerri Rempp, Traci Jeffrey and David Fudge. Membership in attendance included: Michael Collins, Jenn Gjerde, Carol Schlegel, Carolyn Scarborough, Cristin Rhoades, Karen Baker, Sarah Sortum, Ashley Olson, Gary Anders, Shannon Wiig, Jessica Settje, Steve Woerth, Kendra Mitchell, Gina Elsen, Patty Glidden, Terri Licking, Linda Lacy, Sarah Focke, Karen Kollars, Bob Sautter, Karla Niedan-Streeks, Angie Bruna, Tracie Simpson, Sydnee Nel, Heather Jones, Lisa Burke, Kristi Franz, Karen Hurst, JoAnne Hoatson, Amber Clement, Ben Jones, Pam Frana, Amy Allgood, Shawn Rubek, Irene Fletcher Mook, Abby Schademann, Roger Jasnoch, Jeanna Stavas, Jane Gustafson, Katy McNeil, Elizabeth Plettner, Gary Schlesinger, Catherine Poned, Brad Mellema. NETA Director Wendy Kreuser was also present.

As part of Nebraska State Tourism Conference, NETA members have red flags attached to their name tags for identification. Yellow flags denote possible future members. Osburn reminded the membership that each organization is allowed one vote on business matters.

Minutes and financial documents were emailed to the membership. Brianne Schuler moved to approve the minutes, and Carol Schlegel seconded. All in favor, none opposed. Motion passes.

NETA board members and Director Wendy Kreuser introduced themselves.

Treasurer Steve Maly delivered the financial report. Terri Licking moved and Karen Baker seconded to approve the report. All in favor, none opposed. Motion passes.

Lobbyist Andy Pollock delivered a legislative update, noting that we will have a better idea on what to expect from the session after the general election. Twelve senators are term-limited or retiring, including some who have been key leaders on tourism issues.

Following his report, Osburn presented Pollock with the Crystal Compass Award as he was unable to attend the annual awards banquet.

Osburn reminded the membership of its legislative protocols. Members are asked to submit the legislative form on the website for any issues they would like the legislative committee to consider. Weekly Legislative calls will begin Jan. 9 at 4 p.m. Central Time via Zoom. A Legislative gift or event is under consideration.

Osburn also reminded the membership that they can submit their events to NETA for promotion on social media. A submission form is available on the website.

Brochure Swap will be May 16-17, 2023, in Kearney.

The ABA Booklet has been turned over to Nebraska State Tourism for coordination. Michael Collins noted that it will be organized more by itinerary rather than profile sheets.

The State Tourism Commission will ask for \$5 million per year from the general fund in the upcoming biennial budget, along with an increase in spending authority as it seeks more parity with tourism departments in the neighboring states. The commission plans to use the next two years to study and

create a new long-term funding model. Pollock noted that grassroots advocacy from the industry will be important in the entire process.

The membership broke out into small groups to brainstorm answers to several prompts provided by the board. The board will review the input at its next meeting.

Osburn adjourned the membership meeting at 5:01 p.m.

The NETA board of directors met at 5:09 p.m. Present were Regina Osburn, Anjanette Bonham, Steve Maly, Brianne Schuler, Kerri Rempp, Traci Jeffrey and David Fudge. Director Wendy Kreuser was present, and lobbyist Andy Pollock joined by phone.

There was brief discussion on the Commission's proposal to seek \$5 million per year from the general fund for the next two years. Jeffrey moved and Fudge seconded to support the request with NETA involvement in the process of determining a new funding model. Voting to approve were Fudge, Jeffrey, Osburn, Bonham, Schuler, Maly and Rempp.

Osburn adjourned the meeting at 5:20 p.m.