

Nebraska Travel Association Membership Meeting Minutes

May 14, 2025

Chairman Steve Maly called the May 14, 2025, Nebraska Travel Association Membership Meeting to order at 6:07 p.m. at Pals Brewing Company in North Platte, Nebraska. Board members present in addition to Maly were Anjanette Bonham, Thersa Grape, Regina Osburn, Kerrie Remp, Karli Schulz and Fred Uhe. Executive Director Wendy Kreuser was also present.

Membership Present: Angele Yohn; Adams County Agricultural Society, Christa Monti; Boys Town, Stephanie Grafel; Broken Bow Chamber of Commerce, Kevin Howard; Cheyenne County Tourism, Tina Worthman; Gehring Visitors Bureau, Kirsten Parker and Kelsey Keady; Golden Spike Tower, Dana Jelinek; Grand Island Tourism, Relda Miller; Harold Warp Pioneer Village Foundation, Shawn Rubek; Keith County Tourism, Heather Heinemann; Lexington Area Chamber of Commerce, Carol Schlegel; McCook/Red Willow County Visitors Bureau, Emma Ebito; Nebraska Game and Parks, Sarah Smith; Nebraska Life Magazine, Brenda Leisy; Scotts Bluff Area Visitors Bureau, Clark Kolterman, Rick Erdicott and Connie Erdicott; Seward County Visitors Bureau, Bev Willnitz; Sheridan County Tourism, Kendra Mitchell; Sidney/Cheyenne County Tourism, Traci Jeffrey, Stacie Wilken and Stephanie Bates; Visit Norfolk Area Nebraska, Tracie Simpson; Visit Lincoln, Sarah Focke; Visit Kearney, Lisa Burke; Visit North Platte, Alex Saathoff; York County Visitors Bureau

The board made introductions and the minutes were approved.

Park moved, and Heinemann seconded to approve the minutes February 11, 2025, Membership Meeting. All in attendance approved.

Burke shared the details for the Brochure Swap happening the morning of May 15, 2025, at D&N Event Center.

Maly gave a legislative update sharing detail on the following legislative bills: LB264, LB113, LB115, LB186, LB294, LB628. LB264 as it currently stands will sweep \$2 million in State Visitor Promotion Funds. The budget is likely to be approved on May 15 with the sweep included. NETA strongly opposes the sweep. As it stands now, the tourism budget will increase by about \$2.5 million. Maly shared that Brent Smoyer has left Rembolt Ludtke and Andy will be finding someone new to assist with NETA lobbying efforts.

Osburn delivered the financial report sharing that income and gross profit have varied slightly from 2024. In addition, expenses have changed slightly with the biggest change being an increase in fees for the lobbyist. An incremental increase has been put in place to increase in January 2025 and then more in January 2026. The proposed budget for 2025-2026 will put NETA at a deficit of \$6,685.64 with much of the deficit due to the increased lobbyist fee.

Schlegel motioned and Burke seconded to approve the financial report. All in attendance approved.

Maly shared the findings from the fundraising survey including the most popular events/activities, time of year and how far members are willing to travel. NETA will be hosting a

tailgate event at Maly Marketing on September 6. Tickets will go towards NETA and food and alcohol will be provided. The membership asked for an educational aspect to be included to justify the expense and attendance at the fundraiser. NETA will also sell T-shirts with proceeds going towards NETA.

Maly shared that dues will be increasing beginning in July. Non-DMOs will increase \$50 per year and DMOs will increase \$100 per year. This due increase will assist in closing the deficit gap to allow NETA to continue to fight for tourism with the current lobbying team with a proactive approach. If the number of members stays consistent, the due increase should put NETA about \$15 shy of closing the deficit gap.

Uhe shared that cities also benefit from what NETA does and suggested that members reach out to their cities/towns/villages about becoming members as well.

The 2025-2026 Board of Directors and Officers were shared for approval as follows:

Kerri Remp – President

Fred Uhe – VP

Regina Osburn – Treasurer

Karli Schulz – Secretary

Steve Maly – Past President

Anjanette Bonham – Director

Theresa Grape – Director

Burke suggested the board be restructured to allow the President to hold a two-year term as opposed to one allowing for additional knowledge to be shared in the presidency.

_____ motioned and Jeffrey seconded to approve the 2025-2026 Board of Director and Officers. All in attendance were in favor.

There were no membership questions.

Parker motioned and Schlegel seconded to adjourn the meeting. All voted in favor. The meeting was adjourned.