

Nebraska Travel Association

Minutes – Capitol Day

Lincoln, NE

March 9, 2009

Present: Kaleena Fong, Sarah Focke, Linda Revis, Bob Sautter, Donna Goodier, Patty Glidden, Lora Young, Deb Skinner, Leslie Carter, Beth Mares, Sarah Kahler, Elizabeth Martin, Harriet Gould, Jeanna Stavas, Cat Beekley, Christian Hornbaker, Bill Slovinski, Maureen Ose and Deb Loseke.

1. Call Meeting to Order

The March 9, 2009, meeting of the Nebraska Travel Association was called to order by President Skinner at 1:30 pm.

2. Approval of Minutes

Motion made by Lora Young, seconded by Donna Goodier to approve the minutes of the October 22, 2008, NETA meeting. Motion carried.

3. Review of Financials

Motion made by Donna Goodier, seconded by Sarah Focke to approve the financial report as presented by Treasurer Patty Glidden. Motion carried.

4. Committee Reports:

- a. *Brochure Swap* – The 2009 Brochure Swap will be held in Hastings on May 13th. Kaleena Fong distributed the registration information. The 2010 event will be held in North Platte
- b. *Bylaws & Policies* – No report given. If a committee does need a copy of their bylaws they should contact Karla Niedan-Strecks
- c. *Scholarships* – No report given.
- d. *Education* – Bill Slovinski would like to contract Bob Oliver, an international tour group operator, to speak at our August meeting. No date has been set for the August meeting. Bill will check when Bob is available and set the meeting date.
- e. *Legislative* – Lora Young distributed an updated legislative report on the bills NETA is watching.
- f. *Membership* – Sarah Kahler reported that 200 membership directories had to be reprinted because the leftover ones from Travel Conference disappeared. Discussion was held on having a membership form in the directory. It was also decided to pursue advertising in the directory to help cover the costs of the brochures.
- g. *Silent Auction* – No report was given. Discussion was held on needing more NETA members to assist Kim on this committee. Also letters should be sent to all NETA members asking for auction items. The larger bid items for CVB's worked well and we should continue to pursue those.
- h. *Travel & Trade Shows* – Bob Sautter reported that NETA participated in the Wichita Women's Show in Kansas, February 15th – 17th. This show went well. NETA will also attend the Northwest Minneapolis Travel Show, April 2nd – 6th and a show in Winnipeg, Canada, the end of April. Discussion was held on offering a drawing for a trip to Nebraska at the travel shows. This idea will be explored for next year's trade shows.
- i. *Website* – Dave Bartholet has resigned from chair of the website committee. Patty Glidden has agreed to take over the website updates.
- j. *Nominating Committee* – Elections for Secretary & Treasurer will be held at the May meeting. Sarah Kahler volunteered to head up the nominating committee.

5. Other Business:

- a. *Fall Meeting* - Sarah Focke volunteered to chair the bids for the fall meeting. Kaleena Fong will assist where needed.
- b. *State Tourism Report* – Christian Hornbaker reported that an education committee has been organized to assist with the educational portion of the State Travel Conference. A representative

from NETA (non-CVB), NACVB, Hotel/Motel Association and the Bed & Breakfast Association will serve on this committee.

The 2010 state tourism campaign will not contain “Who Knew?”. This campaign slogan has come to its end. They will continue with “Possibilities Endless”.

The 2009 Tourism Marketing Grants will hopefully be announced by the end of next week.

In honor of tourism week, the Dept. of Tourism is partnering with Nebraska Lottery to offer a \$2 scratch ticket that will do in-state promotion of tourism. These tickets should appear in mid-May.

6. New Business:

- a. *National Tourism Week, May 9 – 17th* – NETA will piggyback on the lottery ticket promotion by promoting locally. This is also a great way to promote “staycations”. Christian Hornbaker will assist Debbie Skinner in getting promotional pieces out to the members and media.
- b. A discussion was held regarding hosting the welcome center travel guides at our fall meeting vs. the state travel conference. Christian Hornbaker stated that the travel guides would be invited to attend the fall conference. The NETA officers will look at the budget and decide how we can fund a thank you lunch or gifts for the guides.

7. Upcoming Meetings:

- a. May meeting – Wednesday, May 13, 1:30 pm, Adams County Fairgrounds

8. Adjourn:

Meeting was adjourned at 2:32 pm.