

September 18, 2008  
Nebraska Travel Association  
Legislative Committee Meeting

Attendance (Via Conference Call or at Norfolk Area Chamber of Commerce, Conference Room):

Richard Baier, Kalenna Fong, Lynn Franzen, Donna Goodier, Christian Horbecker, Roger Jasnoch, Deb Loseke, Beth Mares, Dana Markel, Renee Seifert, Debbie Skinner, Joseph Young and Lora Young.

Lora Young opened the Legislative Committee at 1:00 p.m.

The floor was given to Richard Baier, Director of the Nebraska Department of Economic Development to discuss issues that he and the department are reviewing. This is something NETA may be interested in looking at during the 2009 Legislative Year.

- Private recreation liability
- \$500,000 allocation to Nebraska Tourism Advantage Grant Program be redirected for Specialty Marketing and Promotion.

Lora Young brought before the committee concerns she has heard from private outfitters throughout the State of Nebraska, these include:

- Workman's Compensation, which is currently a cost of \$1,000 a month for outfitters. The question was asked if this is really a legislative issue (however, no direct answer was given on the topic.)
- Lack of rules and regulations that must be followed by private outfitters.

Dana Markel brought before the committee the need for Film Incentives in the State of Nebraska. Facts were brought forward that in 2008 the State of Iowa has recruited seven (7) film projects and a possible three (3) more are on the horizon. If NETA would take Film Incentives as a priority she and Roger Jasnoch would take a lead on the incentive. Committee members felt that in pursuing Film Incentives as a priority there is a great need to show what the economic return would be to the State of Nebraska if \$5 million was invested in the film industry.

The following topics and priorities were brought before the committee, by those in attendance:

- School Start Date – The need to push the start of school back to later August or the 1<sup>st</sup> week in September to encourage a longer tourism/traveler season.
- Helmet Law – Not to require the use of helmets in the State of Nebraska.

After much discussion from those individuals in attendance the NETA Legislative Committee agreed to recommend the following agenda items onto the general membership for support during the 2009 Legislative Year:

- Priority #1: Redirect \$500,000 of Nebraska Tourism Advantage Grant to Specialty Marketing and Promotion. (Doing this could possibly add 25-30% to the Division of Travel and Tourisms current marketing budget.)
- Priority #2: Film Industry Incentive
- Priority #3: Private Recreational Liability

The NETA Legislative Committee decided to watch what happens with both the school start date and the helmet law this legislative season. More discussion on both of those issues are needed. In regards to the School Start Date the committee has decided to look into other states that have been successful in passing such as issue before they began to pursue the topic.

The NETA Legislative Committee also discussed the importance of developing an effective marketing piece for the State Senators that will be distributed during the NETA Legislative Day on February 4<sup>th</sup>.

Lora Young volunteer to register as a lobbyist for NETA and feels that there should be at least on other.