

Minutes – NETA Meeting

May 19, 2011

Creekside Event Center – North Platte, NE

1. Meeting called to order at 12:45pm
2. Approval of Minutes from January 24, 2011 meeting - Karla Nieden-Streeks/Brent Clark
3. Committee Reports
 - a. Brochure Swap 2011 – North Platte
 - b. Brochure Swap 2012 – Lexington
 - c. Silent Auction – This is our only fundraiser and we need some good items for the travel conference. Plea for media possibilities as auction items. Think of items used by attractions and CVB's.
 - d. Legislative – Dana Markel / Renee Seifert
 - i. Lobbyist – Julia Plucker did a great job this year on getting senators and industry to work on bills in with the same focus.
 - ii. Review of bills
 1. LB241 – Parks fee increase.
 2. LB297 – changes name of fund / and changes how funds are distributed.
 3. LB684/LB685 – Defined more fully who sits on the advisory committee.
 - iii. Future Legislative Reception Dates
 1. February 2, 2012
 2. February 7, 2013
 - e. Nominating Committee – Lisa Burke & Karla Nieden-Streeks
 - i. Election of Secretary & Treasurer
 1. Treasurer – Patty Glidden
 2. Secretary – Rose Ralston
 - f. Travel & Trade Shows
 - i. River City – Hunting, Fishing, Boating and RV Expo – Council Bluffs – Brent Clark – Tradeshow was great. 12 boxes of State Travel Guides. Recommends that we do the show again next year. Dean – feels the show is a different market than other shows.
 - ii. Royal Manitoba Winter Fair, Canada – Muriel Clark – One of the best shows that Muriel had attended. Encouraged by those that wanted information about Nebraska. Renee – Not a typical destination show. Much like a state fair feel to it. Canadians love travel in the US. Bob – great show.
 - iii. Minneapolis Northwest Sport Show – Tom Witt – Best show for number of people through the booth. Traffic for the show is incredible.

- iv. Discussion – Can we keep an accounting of the number of brochures and travel guides that are given out at the shows to gauge the success of the show.
 - g. Website – The site has been redone. It has not been launched. Snitley Carr redesigned the site at no charge.
 - h. LB684 – Christian Hornbaker – 2 main sections
 - i. Make-up of the advisory committee
 - ii. Strategic Plan
- 4. Financials – Patty Glidden & Executive Committee
 - a. Review of May 16, Financials
 - i. Total Checking & Savings \$27,702.42
 - ii. Projected carryover for 2012 - \$16,000 - \$20,000 not including CD of \$6,000.
 - iii. Motion to approve – Dean Jacobs/ Brent Clark
 - b. 2011-2012 Budget approval
 - i. Discussion – August meeting has been cancelled for 2011. Discussion in October whether to hold meeting moving forward, also a decrease in education budget for the speaker in August.
 - ii. Dues – increase to support lobbyist. Suggestion for CVB membership to use the 2% lodging tax receipts for dues structure. Small business’ increase doubles. Concern would be that we would lose members. Also discussion included the funding of CVB’s / Chamber of commerce’s.
 - iii. Growth of membership is needed to help increase revenue. Discussion that this has always been a priority. Suggestion by Renee S. to look into to a management team to administer and manage NETA organization.
 - iv. Suggestion that General membership increase to \$100.
 - v. Motion to approve proposed dues structure as presented with the change of 2% Lodging tax for CVB’s by Carla Nieden-Streeks / 2nd by Dean Jacobs
 - 1. Aye – 14
 - 2. Apposed – 3
 - vi. Discussion to give \$5,000 / Kevin Howard suggested \$10,000 for Strategic Plan LB684. Motion to approve \$10,000 for the state Strategic Plan by Roger Jasnoch / 2nd by Lisa Burke.
 - vii. Motion to approve Budget as presented. Brent Clark / 2nd Roger Jasnoch
- 5. Other Business
 - a. State Tourism Report – Christian Hornbaker – Contribution to LB684 will be a great show to senators of the support from tourism.
 - b. Changes to come in NE Travel Guide in the coming year. Festivals and Events section for example.
- 6. New Business - None
- 7. Adjourn – 2:28pm