

Nebraska Tourism Commission Meeting
Strategic Planning Session
July 23-24, 2015
Embassy Suites – La Vista

Day 1 of Strategic Planning Session: July 23

Commission Chair John Chapo called the meeting to order at 9:05 am.

Commissioners and staff present at the meeting: John Chapo, Lincoln Children's Zoo; Deb Loseke, Columbus/Platte County CVB; Roger Jasnoch, Kearney Visitors Bureau; Lisa Burke, North Platte CVB; Carol Schlegel, Red Willow County Tourism; Tony Moody, John Q. Hammons Hotels & Resorts; Roger Dixon, MECA of Omaha; Jeff Boeka, Holiday Inn Express Hotel & Suites of North Platte; Roger Kuhn, Nebraska Game & Parks Commission; Kathy McKillip, Nebraska Tourism Commission; Heather Hogue, Nebraska Tourism Commission.

Audience members signed-in:

Linda Revis, David Wegener, Karla Niedan-Streeks, Brenda Leisy, Rich Claussen, Brad Mellema, Bill Krueger

Review of 2012 Nebraska Tourism Strategic Plan

Commission Chair John Chapo introduced Bill Krueger, Strategic Planner from Conventions, Sports and Leisure International to review the recommended strategies of the 2012 Strategic Plan.

Handouts were provided outlining previous recommended strategies and progress thus far was discussed including:

1. Taking Nebraska on the road
2. Review and assessment of the official Nebraska Travel Guide
3. Develop the Nebraska Brand and "Brand Promise"
4. PR and Internet to include Media Tours and realigned marketing initiatives
5. Creating a traditional marketing plan
6. Accountability of marketing efforts with research data
7. Assessing stakeholder interest via stakeholder assessment survey
8. Addressing the management issues for the Nebraska Tourism Commission
9. Tourism Signage
10. Leveraging I-80 Visitors/Traffic
11. Liability issues
12. Buy Nebraska
13. Tourism Grant Programs
14. Revisit the Regions
15. Land Acquisition and Infrastructure Strategy
16. Evaluate the Roles for Regional Tourism Consultants
17. Visitor Centers
18. Evaluating Nebraska Lodging Tax Allocation

Handouts of the Commission Mission, Vision, Values and Goals were distributed and reviewed, along with Governance Principles and Code of Conduct forms for Commissioners.

Marketing Discussion

Rich Claussen of Bailey Lauerman presented marketing strategies including building advocacy with political supporters, Travel Guide layout, Passport Program statistics and successes, Commission website stats, brand photography and videography projects. Dave Wegener of Swanson Russell discussed elements of the Media Tour program.

Day One Wrap Up

Bill Krueger, Strategic Planner, reviewed the day's discussions in preparation for upcoming planning recommendations including:

- Possible updates for the Commission Mission Statement and Governance Principles
- Bi-annual goals for the Marketing Plan
- Clarification of the role and involvement of Commissioners and Committees
- Exploring the development of a foundation
- Further surveys and assessment of industry needs and feedback
- Commission grant program changes
- Overcoming negativity amongst some industry members and moving forward in a positive light

Day 2 of Strategic Planning Session: July 24

Commission Chair John Chapo called the meeting to order at 9:03am.

Commissioners and staff present at the meeting: John Chapo, Lincoln Children's Zoo; Deb Loseke, Columbus/Platte County CVB; Roger Jasnoch, Kearney Visitors Bureau; Lisa Burke, North Platte CVB; Carol Schlegel, Red Willow County Tourism; Tony Moody, John Q. Hammons Hotels & Resorts; Roger Dixon, MECA of Omaha; Jeff Boeka, Holiday Inn Express Hotel & Suites of North Platte; Roger Kuhn, Nebraska Game & Parks Commission; Kathy McKillip, Nebraska Tourism Commission; Heather Hogue, Nebraska Tourism Commission.

Audience members signed-in:

Linda Revis, David Wegener, Karla Niedan-Streeks, Brenda Leisy, Rich Claussen, Brad Mellema, Bob Puschendorf, Shannon Mullen, Bill Krueger

Approval of Meeting Agenda

Roger Dixon motioned to approve the agenda. Roger Jasnoch seconded. Motion passed.

Open Comment Period for Items on the Agenda

Commission Chair John Chapo opened public comment period at 9:07am. Public comments:

- Brad Mellema commented regarding the Commission grant programs, conferences and media tour program.
- Linda Revis commented on the previous regional organization of the Commission's website and Travel Guide publication and inquired if public hearings could be part of meetings.
- Bob Puschendorf commented on the outline of the State Historical Society's Strategic Plan.

Commission Chair John Chapo closed the public comment period at 9:16am, and encouraged all visitors to today's meeting to contact Commissioners and/or staff anytime with concerns.

Bill Krueger reviewed the previous work day's topics and requested additional input from the group. Group discussion regarding marketing issues:

- Keeping the Commission website updated and encouraging entities to claim destination listings
- Tying in Commission efforts with CVB entities to consistently promote destinations

Group discussion regarding public relations issues:

- How to align all areas of the state to improve perception and encourage all tourism entities to support the common goal.
- Establish trust to advance tourism in the state through town-hall meetings
- Expand media tours to other regions of the state if product is there

Group discussion regarding operational issues:

- What is the role of Commissioners and the evolution of the board? (Bill Krueger will research other state tourism agencies and make recommendations)

Bill Krueger will make recommendations and have a draft ready for review by Commissioners in September.

Next Commission meeting will be held September 1 in Grand Island.

Tony Moody motioned to adjourn. Roger Dixon seconded. Meeting adjourned at 11:58am.
Respectfully submitted by Heather Hogue.