

## **Nebraska Tourism Commission Meeting**

**November 18, 2016 – 9:30 a.m. (CST)**

**Pinnacle Bank Arena - Lincoln, Neb.**

Commission Chair Deb Loseke called the meeting to order at 9:33 a.m.

Commissioners present: Deb Loseke, Columbus/Platte County Convention and Visitors Bureau; Roger Jasnoch, Kearney Visitors Bureau; Lisa Burke, North Platte Convention and Visitors Bureau; Carol Schlegel, Red Willow County Tourism; Jeff Boeka, Holiday Inn Express Hotel & Suites of North Platte; Roger Kuhn, Nebraska Game and Parks Commission; Tony Moody, John Q Hammons Hotels & Resorts.

Commission staff present: Heather Hogue, Angela Sears, Jenn Gjerde, Alex Duryea and Micheal Collins

### **Approval of Meeting Agenda**

Roger Jasnoch motioned to approve the meeting agenda. Jeff Boeka seconded the motion.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

### **Public Comment Period for Items Listed on the Agenda**

Deb Loseke, Commission chair, opened the public comment period. Comments presented:

None.

With no members of the public coming forward, Deb Loseke closed the public comment period.

### **Approval of October 18, 2016 Meeting Minutes**

Lisa Burke motioned to approve the October 18, 2016 meeting minutes with an edit to the budget update/finance report, adding the general fund and cash fund dollar amounts that were shared at the October 18 meeting. Tony Moody seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

### **Grant Report & Recommendations**

Interim director and grant administrator, Heather Hogue, shared that after some discussion with the State Budget Division and in light of the recent spending restraint memos issued by Governor Ricketts, she recommended that the commission not re-open the grant award cycle at this point and time. Noting that state agencies will have a better idea where budgets stand in early spring and if possible, the

commission can reopen the grant cycle then. A handout was provided in the meeting packet explaining how a reduction in appropriations could affect the commission's budget.

Lisa Burke motioned that the commission not reopen the grant cycle until the agency has a better idea where the budget stands, if at all. Jeff Boeka seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

### **2017 Spring/Summer Nebraska Travel Guide**

Marketing Manager, Angela Sears, presented commissioners with three cover possibilities for the upcoming Travel Guide. All three options, which featured the farm to fork movement, fishing at Calamus River and hiking at Toadstool Geologic Park were provided in the meeting packet. After a short discussion on what cover option looked modern, active and unexpected, Roger Jasnoch motion to approve a cover featuring Toadstool. Lisa Burke seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

### **Upcoming January 12, 2017 Commission Event at the State Capitol**

- A. Potential event partnership with Nebraska Travel Association-** Deb Loseke proposed to fellow commissioners that Nebraska Tourism and the Nebraska Travel Association (NETA) partner for the upcoming senator's luncheon scheduled for January 12, at the State Capitol. Roger Jasnoch added that this year they would keep the event at the capitol and hope to expand it in the future. Carol Schlegel and Roger Jasnoch volunteered to be the liaison between the Commission and NETA while preparing for the event. Carol Schlegel motion to approve the partnership with NETA for the 2017 senator's lunch. Roger Jasnoch seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

### **Tentative Schedule for 2017 Commission Meetings**

Deb Loseke went through a proposal for the 2017 Commission meeting schedule. A list of dates and times were provided in the meeting packet and were listed as seen below.

January 12: after Senator's Luncheon  
February 23: Broken Bow, Agri/Eco Workshop (10:00 a.m.)  
May 2: Norfolk (1:00 p.m.)  
August 22: Kearney (10:00 a.m.)  
October 17: LaVista, Nebraska Tourism Conference (1:00 p.m.)

A short discussion was had about moving the May meeting to North Platte the same day as Brochure Swap but it was concluded that that day is already a busy day. Tony Moody moved to approve the tentative schedule as originally presented. Jeff Boeka seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

## **Development of Interview Questions for Executive Director Candidates**

All commissioners present shared ideas and discussed questions finally narrowing it down to the 14 question below.

What in your opinion are the key ingredients in guiding and maintaining successful business relationships?

What would you look to accomplish in the first 30, 60 or 90 days on the job?

What are some of your leadership experiences that make you qualified for this position?

Describe a situation where you had not communicated well. How did you correct this situation?

Describe your experience with developing a business plan and what key components would you include in it?

How do you like to spend your personal time?

Nebraska is a uniquely diversified state west to east in regards to natural and outdoor resources available and how the state's population is distributed. How do you view this diversity and what would be your plan given this diversity to promote and grow tourism statewide?

What initiative/development/ program/promotion do you think Nebraska should consider that we currently do not provide or are not doing that would have a significant positive benefit to Tourism?

Can you share with us your experience working with Government entities? What are important things to consider working with in Government environment?

Tell us about a professional crisis situation that you needed to resolve, how did you do it and what was the result?

What are the 3-4 most important issues facing the Tourism Industry in Nebraska and how would you approach dealing with those issues?

How do you go about restoring the confidence in the commission with partners in the industry, political leaders and stakeholders?

Why did you leave your previous employment? What would they say about you if I called them today?

Knowing that there are 3 other candidates, why are you the best candidate?

Carol Schlegel motioned to approve all 14 questions compiled for the upcoming executive director interviews. Roger Kuhn seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

## **Recess**

Lisa Burke motioned to recess for lunch. Carol Schlegel seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

## **Reconvene**

Roger Jasnoch motioned to reconvene at 12:30 p.m. Roger Kuhn seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

Commissioners present after 12:30 p.m.: Deb Loseke, Columbus/Platte County Convention and Visitors Bureau; Roger Jasnoch, Kearney Visitors Bureau; Lisa Burke, North Platte Convention and Visitors Bureau; Carol Schlegel, Red Willow County Tourism; Jeff Boeka, Holiday Inn Express Hotel & Suites of North Platte; Roger Kuhn, Nebraska Game and Parks Commission; Tony Moody, John Q Hammons Hotels & Resorts; John Chapo, Lincoln Children's Zoo; Roger Dixon, Metropolitan Entertainment & Convention Authority

Commission staff present after 12:30 p.m.: Heather Hogue, Angela Sears, Jenn Gjerde, Alex Duryea, Lisa Karnatz, Bryce Arens and Micheal Collins

### **Conduct interviews of Executive Director Candidates**

All interviewee's resumes were provided in the meeting packet.

**A. John Ricks**

From 12:31-1:26 p.m. commissioners asked approved questions to John Ricks and listened to his answers.

**B. Mattie Scheeter**

From 1:32- 2:00 p.m. commissioners asked approved questions to Mattie Scheeter and listened to her answers.

**C. Joseph McCorvey**

From 2:27-2:51 p.m. commissioners asked approved questions to Joseph McCorvey and listened to his answers.

**D. Kim Kwapnioski**

From 3:02-3:35 p.m. commissioners asked approved questions to Kim Kwapnioski and listened to her answers.

After the interviews commissioners discussed the candidates by anonymous number, sharing their rankings of each candidate and deliberating experience.

At 3:44 p.m. John Chapo motioned that the commission go into executive session to discuss anything that could be harmful to the reputation of the candidates. Tony Moody seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

---Executive Session took place---

At 4:13 p.m. Roger Jasnoch motioned to come out of executive session. John Chapo seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

Jeff Boeka motioned that the commission offer the position of Executive Director to John Ricks, pending salary negotiations, background and reference checks. Roger Jasnoch seconded.

All commissioners in favor. Opposed: none. Abstain: none. Motion passed.

### **Adjourn**

John Chapo motioned to adjourn the meeting. Tony Moody seconded.

All commissioners in favor. Opposed: none. Abstained: none. Motion passed.

Meeting was adjourned at 4:18 p.m.

Respectfully submitted by Jennifer Gjerde.