COLBY CONVENTION & VISITORS BUREAU

THOMAS COUNTY OFFICE COMPLEX

BOARD MEETING MINUTES

AUGUST 19, 2025

ATTENDANCE:

Present: Penny Vogler – Chairperson, Leesa Wark – Vice Chairperson, Shelly Macumber, Shanda Mattix, Lisa Endreola, and Quinnlyn Carpenter,Martha Brewer, Dana Brockelman, and Jennifer Linden
Also Present: Kylie Johnson – Colby CVB Executive Director and Lizzie White – Colby Chamber President
Absent:

Chairperson Penny Vogler called the Colby Convention & Visitors Bureau meeting to order in regular session on Tuesday, August 19, 2025, at 8:00 a.m.

Due to time constraints, the Executive Session from new business was moved to the beginning of the meeting. An hour-long executive session to discuss procedural matters began at 8:01 a.m. The executive session concluded at 8:35 a.m. Dana moved to provide the Colby Thomas County Chamber of Commerce Board a proposal to hire Elizabeth White as the Colby Convention and Visitors Bureau interim director for $250 per week while the Colby CVB board promotes and searches for a new hire for the director position. Jenny seconded the motion, and it passed. Further discussion was held regarding the interim's job duties, as well as where the job listing will be posted (Ziprecruiter, Facebook, Tourism groups, and the CVB website). There was a motion by Dana and second by Jenny to spend $50 on Facebook advertisements for the job posting. The motion passed.

APPROVAL OF July 15, 2025, REGULAR MEETING MINUTES: Martha moved and second by Jenny to approve the minutes. Motion passed.

APPROVAL OF THE LIST OF OBLIGATIONS: There was a motion by Martha and second by Leesa to approve the list of obligations. Motion passed.

BUDGET REVIEW: Kylie announced that the CVB received the second quarter of Transient Guest Tax income of $106,669.65 in early August. There were no other comments or concerns about the budget.

STAFF REPORT: Kylie provided an update on memberships, current and unfinished marketing tasks, and upcoming commitments. She also announced that the 2024 audit is finalized and included in the packet.