COLBY CONVENTION & VISITORS BUREAU

THOMAS COUNTY OFFICE COMPLEX

BOARD MEETING MINUTES

December 16, 2025

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

Penny Vogler called the Colby Convention & Visitors Bureau meeting to order in regular session on Tuesday, December 16, 2025, at 8:01 a.m.

APPROVAL OF November 18, 2025, REGULAR MEETING MINUTES: There was a motion by Leesa and a second from Dana to approve the meeting minutes. Motion passed.

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

BUDGET REVIEW: No questions or concerns were raised.

STAFF REPORT: Carson provided an update of marketing and meeting updates. She provided insights on social media marketing and how that is going. Also got an updated idea on the CVB memberships.

OLD BUSINESS: None

NEW BUSINESS:

A. **Western KS Outdoor Association** – No show. He emailed later in the day and said he thought it was 8-9 PM. Carson mentioned he could come to the January meeting. It sounded like he would do that.

B. **Eagle Communications** – Carson presented on behalf of Mike Holliday for Eagle Communications Sponsored Radio Ad. It was discussed that the Ad would only run twice in a span of 5 days which the CVB found to not be prominent enough. Quinnlyn motions to decline, Dana seconds. Motion passed.