Colby Convention & Visitors Bureau

Board Meeting Minutes

FEBRUARY 18, 2025

ATTENDANCE:

Present: Penny Vogler - Chairperson, Leesa Wark – Vice Chairperson, Martha Brewer, Dana Broeckelman, Shanda Mattix, Bonnie Werth, Jennifer Linden and Quinnlyn Carpenter
Also Present: Kylie Johnson, Colby CVB Director, Lizzie White, Colby Chamber President, and Shelly Macumber.
Absent: James Farris and Lisa Endreola.

The Colby Convention and Visitors Bureau met in regular session on Tuesday, February 18, 2025, at 8:01 A.M. Chairperson Penny Vogler called the meeting to order.

APPROVAL OF JANUARY 21, 2025, REGULAR MEETING MINUTES: There was a motion by Leesa and a second by Quinnlyn to approve the minutes. Motion passed.

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

BUDGET REVIEW: The CVB board reviewed the budget report for the end of January 2025. Kylie noted that some classifications in QuickBooks do not match the approved 2025 budget classifications. She will meet with Ashly Lindberg to make corrections.

STAFF REPORT: Kylie provided an update on online marketing efforts, membership and travel requirements, Destination Statehouse postponement, and the Visitors Center's heater issues. She also announced a preliminary date of October 23 for the regular monthly meeting in October and asked board members to notify her if they will not be able to attend.

OLD BUSINESS: NONE

NEW BUSINESS:

A. **Pickin' on the Plains —** Brandon McLemore presented the upcoming Bluegrass Festival Pickin' on the Plains from May 30 through June 1 for a request for financial support. He announced that many camping reservations are selling out quickly and that the committee hopes to sell upwards of 1,200 tickets this year. Upon discussion of the event, Dana moved to sponsor $10,000 for Pickin' on the Plains with the stipulation that the event website lists hotel lodging with a link to each hotel for visitors to utilize. Shanda seconded the motion, which passed.
B. **Citizens Health –** David McCorkle and Jen Schoenfeld postponed to the March meeting.
C. **Santa City –** Discussion was held about Santa City responsibilities (insurance, scheduling volunteers, cookies, etc.). The decision was made that the CVB would continue upholding Santa City responsibilities while working with the Light Committee for Christmas in Colby. Kylie will set up a meeting date (before the March board meeting) with board members and the light committee to discuss the logistics of Christmas in Colby and Santa City.