Colby Convention & Visitors Bureau

Board Meeting Minutes

January 21, 2025

ATTENDANCE:

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

The Colby Convention and Visitors Bureau met in regular session on Tuesday, January 21, 2025, at 8:00 A.M. Chairperson Penny Vogler called the meeting to order.

APPROVAL OF DECEMBER 17, 2024, REGULAR MEETING MINUTES: There was a motion by Martha and a second by Leesa to approve the minutes. Motion passed.

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

BUDGET REVIEW: The CVB board reviewed the year-end budget for 2024, as well as the budget for 2025. Penny noted that the reclassification of bills will help with the 2025 budget.

STAFF REPORT: Kylie provided an update on Santa City, the Denver International Sportsmen's Expo, travel for memberships, and topics to keep in mind moving forward, including potential date changes for the October meeting. Lizzie announced that the Chamber will be celebrating 75 years in February with a Reverse Raffle event on February 15 at 6 p.m. at the City Limits Convention Center.

OLD BUSINESS: NONE

NEW BUSINESS:

A. **Marketing Opportunities —** Kylie reported that Steve Cheray with Hall Commercial Printing presented the opportunity to advertise in the 2025 KSHAA State Tournament program booklet. A motion was made by Shanda and seconded by Martha to purchase a black and white half-page (wide) advertisement in the KSHAA State Tournament program. The motion passed.
B. **Kansas Travel Guide Listings –** Kylie presented the Kansas Travel Guide listings for 2025 and a proposed list for the 2026 travel guide listings. After looking through the listings, it was requested to research Airbnb's in Thomas County and include them in the listings. A motion was made by Martha and seconded by Shanda to approve the proposed list (subject to Airbnb's) for the price of $80 per listing. The motion passed.
C. **Santa City Donations –** Kylie announced that Santa City generated $704 in donations for the 2024 season. In prior years, Colby/Thomas County Chamber of Commerce held those funds; however, due to primary responsibility residing in the CVB, discussion was held in creating a line item in the CVB budget for Santa