COLBY CONVENTION & VISITORS BUREAU

THOMAS COUNTY OFFICE COMPLEX

BOARD MEETING MINUTES

JULY 15, 2025

ATTENDANCE:

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

Vice Chairperson Leesa Wark called the Colby Convention & Visitors Bureau meeting to order in regular session on Tuesday, July 15, 2025, at 8:03 a.m.

APPROVAL OF JUNE 17, 2025, REGULAR MEETING MINUTES: There was a motion by Martha and second by Dana to approve the minutes. Motion passed.

APPROVAL OF THE LIST OF OBLIGATIONS: There was a motion by Dana and second by Jenny to approve the list of obligations, give Precision Advising 200 checks for accounting purposes, and sign a release form for the checks. Motion passed.

BUDGET REVIEW: Kylie reported that the advertising budget will have just over $4,100 after all previously voted on marketing efforts are paid for. The rest of the budget was reviewed without concerns.

STAFF REPORT: Kylie will attend the TBEX Conference in October for the NWKTC. She announced a potential partnership between the Kansas I-70 association and Bandwango for the "Great Kansas Road Trip," with interstate check-in points. She also updated on marketing, Picnic in the Park, promotional materials, and the audit.

OLD BUSINESS:

A. **Rock 'N Recovery Family Event** – Sherry White announced High Point Advocacy & Resource Center Inc. received $60,750 from the Kansas CSP Tax Credit Program, with $33,750 pledged. $15,250 is still needed for the free concert, and the band is unsecured. Dana moved to sponsor Rock 'N Recovery for $1,500, seconded by Jenny, and passed.