Colby Convention & Visitors Bureau

Board Meeting Minutes

MARCH 18, 2025

ATTENDANCE:

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

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

APPROVAL OF FEBRUARY 18, 2025, REGULAR MEETING MINUTES: There was a motion by Quinnlyn and a second by Jenny to approve the minutes. Motion passed.

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

BUDGET REVIEW: The CVB board reviewed the budget report for the end of February 2025. Kylie announced that she spoke with Ashly about the CVC accounts on the budget and that account number 6135 (CVC Office Supplies) and account number 6145 (CVC Operations) will be combined to match the 2025 budget sent to the city last year.

STAFF REPORT: Kylie provided an update on the Meet Up event coming up on April 1, membership and travel requirements, Lamar billboard artwork and installation, Wheat Jesus' selection as a nominee for Best Roadside Attraction in USA Today, and the Villa High Park Groundbreaking ceremony. She also announced that she will be hosting a Lunch 'n Learn on April 17.

OLD BUSINESS:

A. **Citizens Health –** Jen Schoenfeld and David McCorkle presented the importance of access to reliable health care in Thomas County and the impact health care has on tourism in the county. Upon the completion of their presentation, they requested financial support in the form of $25,000 for four years (up to $100,000) for the new Citizens Health medical facility. A motion was made by Quinnlyn and seconded by Jenny to donate $25,000 (from Special Projects) to Citizens Foundation now with the intent to donate an additional $25,000 each year for the next three years. The motion passed.

NEW BUSINESS:

A. CCC Women's Wrestling Camp — Micheal Ruiz presented to the board about the 1st Annual Lady Trojans Wrestling Camp hosted at the Colby Event Center May 24 through 25. He explained that the camp is open to all ages and genders with 39 kids currently signed up (4 from Colby). Michael announced that the total expense for the event is $9,000 and requested a sponsorship of $2,500.