# AGENDA

## COLBY CONVENTION & VISITORS BUREAU

## THOMAS COUNTY OFFICE COMPLEX

## August 18, 2026 — 8:00 A.M.

I. Call to Order — Absent: Shanda, Shelly

II. Approval of Minutes Jenny, Leesa

III. Approval of List of Obligations Jenny, martha

IV. Budget Review

V. Staff Report

VI. Old Business

VII. New Business

A. Mac Haines w/ Ringneck Classic- $7,500 Quinnlyn, Jenny (sponsorship)

B. Jenny Linden w/ Prairie Museum- $550 (advertising) Martha, Leesa

C. Darin Spence w/ CCC Women's Basketball- $1,000 Jenny, Leesa (sponsorship)

D. Karson Harris w/ CCC Rodeo- $10,000 Quinnlyn, Martha

E. Chayse McCullough w/ CCC Cross Country- ~~$~~ 5 Butter Balls (Sponsorship) Aaron, Jenny

VIII. Other

A. **Bob McLemore-** Thank you for help with Picnic in the Park? $100 Chamber Bucks Quinnlyn Leesa

B. **Colby All Sports Booster Club-** Banner Sponsorship renewal? Spring @ Baseball feild Quinnlyn Aaron

C. HWY 24 Mag. Decline Leesa, Jenny

D. Swag items convention services Jenny, Penny

IX. Adjournment 9:40

**Next Meeting: September 15, 2026**

- add hospital to agenda

- add aaron to agenda

# COLBY CONVENTION & VISITORS BUREAU

# THOMAS COUNTY OFFICE COMPLEX

# BOARD MEETING MINUTES

# July 21, 2026

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

Dana Broeckelman called the Colby Convention & Visitors Bureau meeting to order in regular session on Tuesday, June 16, 2026, at 7:36 a.m.

**APPROVAL OF June 16, 2026, MEETING MINUTES:** There was a motion by Shanda and a second from Jenny to approve the meeting minutes. Motion passed.

**APPROVAL OF THE LIST OF OBLIGATIONS:** There was a motion by Leesa to approve the list of obligations. Seconded by Jenny. Motion passed.

**BUDGET REVIEW:** No concerns

**DIRECTORS REPORT:** The Executive Director reported that she was invited to appear on KWCH following the severe storm that brought approximately 100 mph winds to Colby. During the segment, she discussed the storm damage at Fike Park and its impact on the community.

The Executive Director also reported that she was invited by KWCH to participate in a segment of their *Destination Kansas* travel podcast. The podcast provided an opportunity to promote Colby as a travel destination and highlight the community's attractions to a statewide audience.

Additionally, the Executive Director noted that the Colby Chamber of Commerce was recently featured in a KAKE commercial. The Board expressed its pride in seeing the Chamber and the Colby community receive positive regional media exposure.

**OLD BUSINESS:** None

**NEW BUSINESS:**

A. **Carey Jones CCC VolleyBall-** Carey came in to present the summer camps she hosted for the CCC VolleyBall fundraisers. She explained how these camps brought families to Colby for multiple days. The parents of the camp goers had to stay in Hotels while their kids stayed on campus in the dorms. There was discussion about how this fits the mission of more heads in beds. As well as bringing people from out of state such as Colorado and Nebraska. Quinnlyn motioned to approve $1,200 to pay out of sponsorships. Jenny seconded the motion. Motion passed.

B. **Western Plains Art Association-** Shanda motioned to approve the same sponsorship that the CVB did last year ($250). Jenny seconded the motion. Motion passed.

C. **Earth Works Corner Area-** There was discussion about the corner lot where the bush was removed and what we should have earth works do to it. The majority of the CVB group came to the conclusion that re-rocking the area plus a weed matt would be the best option for it right now. Leesa motioned to approve the re-rock estimate. Shelly seconded the motion. Motion passed.

D. **Shirley Retirement-** Executive Director Carson McLaughlin informed the Board of Shirley Weber's retirement and discussed the opportunity to assume the additional responsibilities previously handled by Shirley, rather than filling the vacant assistant position. Carson explained that she was willing to take on the added workload in conjunction with her Executive Director duties. Jenny made a motion to eliminate the assistant position and approve Carson assuming those responsibilities. Leesa seconded the motion. Motion passed.

E. **Moving to the Visitors Center-** The Board discussed the future use of the Visitors Center, particularly following Shirley's retirement, as she had previously staffed the facility on a part-time basis. Discussion centered on the benefits of relocating both the CVB and Chamber operations to the Visitors Center, with consensus that the move would better serve both organizations. The Board also discussed the need to develop written documentation clarifying that the Chamber and CVB are tenants of the building and operate as independent entities, and that the City does not manage or control either organization. Quinnlyn

made a motion to approve this. Jenny seconded the motion. Motion passed.

F. **Vernon Hurd w/ Eco Devo-** Director of Economic Development Vernon Hurd addressed the Board regarding a tourism-related opportunity involving a strategic planning initiative through BowerComm. Mr. Hurd explained that the proposed project could benefit both Economic Development and the Convention & Visitors Bureau by providing strategic planning services. He requested that the CVB reimburse Economic Development using the remaining funds available in the CVB's advertising budget. The Board discussed the proposal at length, considering both the potential benefits and financial implications. Following discussion, the Board expressed support for collaborating and consulting on the project but determined that the CVB would not make a financial commitment or provide funding for the initiative.

**OTHER:**

A. **Explore Kansas Fest 2026-** The Board discussed the proposed event and determined that it did not effectively align with the CVB's target audience or tourism marketing objectives. Members also expressed concerns regarding the length of the event and the associated travel costs, concluding that the anticipated return on investment did not justify the expense of attendance. Quinnlyn motioned to decline. Leesa seconded the motion. Motion passed.

B. **Golf Score Card-** The Board discussed the proposed event and determined that it did not effectively align with the CVB's target audience or tourism marketing objectives. Leesa motioned to decline. Martha seconded the motion. Motion passed.

C. **Chris Kirkham for SFF-** The Board discussed the positive impact of content creator Christopher Kirkham's visit during the Pickin' on the Plains Festival, noting the significant exposure and engagement generated for Colby through his coverage. Based on the success of the partnership, the Board expressed its interest in inviting Mr. Kirkham to return for the Sunflower Festival. Jenny made a motion to approve covering Mr. Kirkham's hotel

accommodations for two nights, along with providing a $500 stipend to assist with travel, fuel, and meal expenses during his visit. Martha seconded the motion. The motion passed.
**UPDATE: Chris has another obligation he has to be at so he declined this offer but was very grateful and upset he will be missing this opportunity.**

D. **401k Chamber Discussion-** The Board discussed the process for handling employee 401(k) contributions, noting that the payments will continue to be processed through the Chamber's account. Under this arrangement, the CVB will reimburse the Chamber on a monthly basis for the applicable 401(k) expenses. Quinnlyn made a motion to approve the monthly reimbursement process. Martha seconded the motion. Motion passed.

**ADJOURNMENT:** The meeting was adjourned at 8:59 a.m.

Submitted by: B. Carson McLaughlin

Approved by: D Burbank

Title & Date: Chair 8-18-26

**Next meeting August 18, 2026**