COLBY
CONVENTION & VISITOR BUREAU

AGENDA

COLBY CONVENTION & VISITORS BUREAU

THOMAS COUNTY OFFICE COMPLEX

July 21, 2026 – ~~8 A.M.~~ 7:30 AM

Shelly, Dana, Leesa, Martha, Quinnlyn, Jenny, Shanda, Lizzi, Aaron

I. **Call to Order** 7:36

II. **Approval of Minutes** Shanda, Jenny

III. **Approval of List of Obligations** Leesa, Jenny

IV. **Budget Review**

V. **Staff Report**

VI. **Old Business**

VII. **New Business**

A. Carey Jones - CCC Volleyball Quinnlyn, Jenny $1,200

B. Western Plains Arts Association Shanda, Jenny $250 sponsor

C. Earth Works - Corner Area Leesa, Shelly } rock & weed mat

D. Shirley Retirement - Jenny, Leesa

E. Moving to the Visitors Center Quinnlyn, Jenny

F. Eco Devo – Strategic marketing plan →

↳ Participate w/ Jenny, Shelly this but No Financial commitment

VIII. **Other**

A. Explore Kansas Festival 2026 – No, Quinn, Leesa

B. Golf Score Card Sponsorship – No, Leesa, Martha

C. Do we want to sponsor Chris Kirkham for SFF? – Jenny, Martha

$500 check to cover expenses

D. 401k Chamber discussion Quinnlyn, Martha

- Invoice for Michael Ruiz ✓

IX. **Adjournment** Jenny, Leesa 8:59

Next Meeting: August 18, 2026

COLBY CONVENTION & VISITORS BUREAU

THOMAS COUNTY OFFICE COMPLEX

BOARD MEETING MINUTES

June 16, 2026

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

Dana Broeckelman called the Colby Convention & Visitors Bureau meeting to order in regular session on Tuesday, June 16, 2026, at 8:06 a.m.

APPROVAL OF May 19, 2026, MEETING MINUTES: There was a motion by Leesa 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: Executive Director Carson McLaughlin reported on the successful visit from travel content creator Christopher Kirkham and his family. The weekend generated significant community engagement, positive feedback from residents and visitors, and valuable promotional content showcasing Colby. Early performance metrics indicate strong viewership and increased social media engagement, helping to expand awareness of Colby as a travel destination.

McLaughlin also informed the Board that the City Council has requested a presentation regarding the CVB's proposed 2027 budget. This presentation will provide an opportunity to discuss current tourism initiatives, funding priorities, and future goals for the organization.

Additionally, McLaughlin reported that the City Manager identified several resolutions and references within City bylaws that no longer accurately reflect the current relationship between the Convention & Visitors Bureau and the Chamber. This topic prompted discussion among Board members, who expressed concern regarding why the issue has recently been raised, noting

that previous city administrations had not routinely sought CVB information through the Chamber. Board members discussed that the CVB operates with its own elected Board of Directors, maintains its own budget, and conducts its own business operations. While the CVB and Chamber share an EIN for tax purposes, Board members noted that the CVB is governed independently and is not operated or managed by the Chamber. The Board agreed that a review of the existing language is warranted to ensure governing documents accurately reflect the current organizational structure and responsibilities of both entities.

OLD BUSINESS: None

NEW BUSINESS:

A. Michael Ruiz - CCC Women's Wrestling - Michael came in and asked for an additional donation ($2,500) to last months as he thinks his camp is in need. There was a motion by Shanda to cover the cost of camp t-shirts with the expectation that the CVB logo will be presented on it and add this under advertising. This will be a reimbursement type payment to him so that we get the total amount before writing the check. There was a second by Martha. Motion passed.

B. Rich Epp - Renewal of CVB Commercial - Rich presented on the renewal of the CVB commercial for open spaces. There was discussion on updating it. Shanda motioned to go with option C and pay before July 1st for the discount. Seconded by Jenny. This will come out of advertising. Motion passed.

C. Chayse McCullough - CCC Cross Country/Track - Chayse is new and expressed interest in getting a CC/Track camp going for the summer. He asked for any amount of support. Shanda motioned to pay $500 out of sponsorships. Seconded by Penny. Motion passed.

OTHER:

A. Kiwanis Fireworks Show -Martha motioned to pay what we paid last year ($1,000). Seconded by Leesa. Motion passed.

ADJOURNMENT: The meeting was adjourned at 9:17 a.m.

Submitted by:
Carson McLaughlin

Approved by:

Title & Date:
Chairperson- 7-21-26

Next meeting July 21, 2026