COLBY
CONVENTION & VISITOR BUREAU

AGENDA

COLBY CONVENTION & VISITORS BUREAU

THOMAS COUNTY OFFICE COMPLEX

May 19, 2026 — 8 A.M.

I. **Call to Order** Penny 8:03

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

III. **Approval of List of Obligations** Penny, Lisa

IV. **Budget Review**

V. **Staff Report**

VI. **Old Business**

VII. **New Business**

A. Dennen Field - Andrew Brunner and Andrew Flanagin Lisa, Jenny

B. NWKSTC Ultimate Guide Renewal full page Jenny, Leesa ↳ cash CD ? take money out of checki

C. Eagle Communications Martha, Leesa

VIII. **Other**

A. Bylaws changes approval Jenny, Lisa

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

Next Meeting: June 16, 2026

COLBY CONVENTION & VISITORS BUREAU

THOMAS COUNTY OFFICE COMPLEX

BOARD MEETING MINUTES

April 21, 2026

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

Dana Broeckelman called the Colby Convention & Visitors Bureau meeting to order in regular session on Tuesday, April 21, 2026, at 8:02 a.m.

APPROVAL OF March 23, 2026, SPECIAL MEETING MINUTES: There was a motion by Martha and a second from Jenny to approve the meeting minutes. Motion passed.

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

BUDGET REVIEW: Carson to re-invest CD's that are up at Western State Bank. To move CD from Adams Bank & Trust to Western State Bank. To re-invest the CDAR at F & M. To cash out $100,000 from Outdoor Bank CD to put into F&M and re-invest the rest at outdoor.

STAFF REPORT: The Executive Director reported continued success in expanding the Colby Convention and Visitors Bureau's digital presence, particularly through TikTok, resulting in increased engagement and positive public feedback. Concerns regarding content tone have been noted; however, feedback has not always been communicated in a unified manner. A need for clearer alignment and open communication among board members was emphasized to ensure consistent direction moving forward, while continuing strategies that effectively promote Colby to broader and younger audiences.

OLD BUSINESS:

NEW BUSINESS:

A. Bylaws Annual Review - There was discussion to create a bylaws review committee and then have them present the updating