COLBY CONVENTION & VISITORS BUREAU

THOMAS COUNTY OFFICE COMPLEX

BOARD MEETING MINUTES

October 13, 2026

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

Dana Broeckelman called the Colby Convention & Visitors Bureau meeting to order in regular session on Tuesday, October 13, 2026, at 8:05 a.m.

APPROVAL OF September 15, 2026, MEETING MINUTES: There was a motion by Martha and a second from Penny to approve the meeting minutes. Motion passed.

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

BUDGET REVIEW: Quinnlyn motioned to pay bills as seen after Carson checks with sunflower publishing. Jenny seconded. Motion passed.

DIRECTORS REPORT: Director Carson McLaughlin provided an update on ongoing CVB operations, with a significant portion of the discussion focused on the upcoming Santa City season. She expressed concerns that Santa City does not directly align with the CVB's primary mission of promoting tourism and increasing overnight stays in Colby. However, as the City is unwilling to transfer responsibility for Santa City to another organization, the CVB will continue overseeing the event for this year and re-evaluate later.

Director McLaughlin emphasized that organizing and operating Santa City is a substantial responsibility that cannot reasonably fall on one individual. She requested that **all CVB board members participate** by signing up for volunteer shifts throughout the holiday season. Responsibilities will include opening and closing Santa City, preparing the facility, assisting Santa and Mrs. Claus volunteers, and ensuring operations run smoothly. She stressed the importance of full board participation to ensure a successful holiday season while allowing the CVB to maintain focus on its primary tourism initiatives.

OLD BUSINESS:

A. **Sponsorship Wall @ Event Center-** Aaron provided an update stating that he contacted Mrs. Dobbs for help with the digital portal. He is still waiting to hear back on that.
B. **Visitor Center Move/Clean up Help-** There was discussion regarding what day the CVB will move out to the visitors center. Aaron suggested a Friday so the board can utilize the help of the college students. It was voted that NOvember 13th would be the official move day.

NEW BUSINESS:

A. **Lynn Carpenter w/ Kansas Quilters Organization-** There was discussion on how this would fit the CVB mission. Penny originally motioned to give $1,000 but then further discussion happened. Penny withdrew the motion on the floor. Quinnlyn then motioned to give $500 out of sponsorships. Jenny seconded. Motion passed.

B. **Matt Glover w/ CCC Men's Basketball-** There was discussion on how this fits the mission. Mr. Glover provided past statistics from camps he has put on. The board liked his presentation and wanted to donate closer to his event date in June 2027. The board decided to table this until feb-march 2027. At that time the board will then make a decision.

C. **Jason McIntyre w/ Thomas County Speedway-** There was discussion on the future of the Thomas County Speedway. Jenny motioned to table this until we know more about the CVB's future budget with proposed TGT increases made by the city. Penny seconded. Motion passed.

OTHER:

A. **Booster Club Sign Request w/ Jada Tubbs-** Jada Tubbs presented on the Colby Eagles sign by Tractor Supply and how it needs to be updated. The CVB was one of the original sponsors. She presented two ideas, one with the CVB being the main sponsor, or the lesser option to just be a regular sponsor. Quinnlyn motioned to approve the regular sponsorship for $1,000 out of general promotion. Shanda seconded. Motion passed.
B. **Santa City Help-** This was discussed during the Directors report.

C. **Hospital Naming Rights-** Dana presented the two ideas that Jen S. gave. Jenny motions to have the CVB naming rights on the healing garden. Shanda seconded. Motion passed.

ADJOURNMENT: The meeting was adjourned at 9:39 a.m.

Submitted by:

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Approved by:

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Title & Date:

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