Carson

COLBY
CONVENTION & VISITOR BUREAU

AGENDA

COLBY CONVENTION & VISITORS BUREAU

THOMAS COUNTY OFFICE COMPLEX

September 15, 2026 — 8:00 A.M.

Present: Jenny, Aaron, Leesa, Quinnlyn, Martha, Shelly, Dana, Lisa, Shanda, Penny

I. Call to Order 8:00

II. Approval of Minutes Jenny, Martha

III. Approval of List of Obligations Jenny, Leesa

IV. Budget Review - review the rent, telephone, office expense

V. Staff Report ✓

VI. Old Business

VII. New Business

A. Aaron L. w/ Colby Event Center- Sponsor Wall Contact Jacee Dobs - relogin to the digital portal for updates @ event center - Jenny, Shanda

B. Jen S. w/ Citizens Health- Updates - Get $25,000 check special projects

C. Plan Move to Visitors Center/Contract Review/CVB workday?
- Move 1st week of November
→ Jenny, Leesa

VIII. Other

A. Kansas Tourism Conference in October ✓

B. Kanorado Exit Billboard Opportunity - Approve Shanda, Jenny

C. Julie memorial - Sunflower @ Sunflower Plant / red river Comodies — convention services

IX. Adjournment Jenny, Martha 9:38

Next Meeting: October 13, 2026

COLBY CONVENTION & VISITORS BUREAU

THOMAS COUNTY OFFICE COMPLEX

BOARD MEETING MINUTES

August 18, 2026

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

Dana Broeckelman called the Colby Convention & Visitors Bureau meeting to order in regular session on Tuesday, August 18, 2026, at 8:02 a.m.

APPROVAL OF July 21, 2026, MEETING MINUTES: There was a motion by Jenny and a second from Leesa 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 Martha. Motion passed.

BUDGET REVIEW: No concerns

DIRECTORS REPORT: This month, **Director Carson McLaughlin** focused heavily on continuing to grow and improve the CVB's digital presence. One of the biggest accomplishments was the official launch of the **Visit Colby, KS app on the Apple App Store**. Since launching, Director McLaughlin has continued making updates and improvements to the app, refining visitor information and promoting downloads through social media and a QR code.

A large portion of the month was also spent preparing for and promoting the **Sunflower Festival, August 21–22**. As a major sponsor of the event, the CVB has been actively promoting the festival, local businesses, attractions, lodging, and other things visitors can experience while in Colby.

The **CVB Facebook page is also nearing 3,000 followers**, and Director McLaughlin has continued working on interactive and visitor-focused content to increase engagement. Director McLaughlin has also continued producing blogs and promotional content highlighting Colby's history, attractions, local people, organizations, and upcoming events.

Moving forward, Director McLaughlin's focus will be on a successful Sunflower Festival weekend, continuing to grow and improve the Visit Colby app, expanding the CVB's digital audience, and beginning fall and holiday tourism promotion.

OLD BUSINESS: None

NEW BUSINESS:

A. **Mac Haines w/ RingNeck Classic-** The board discussed how the ringneck classic is a big annual event that we would love to see stay in Colby. There was expressed interest in more sponsorship money for this year as they have lost a board member Keith Odell who did all the cooking for the first night of that event. The board agreed $1,500 more than what they normally provide is reasonable. Quinnølyn motioned to approve $7,500 from sponsorships. Jenny seconded the motion. Motion approved.

B. **Jenny Linden w/ Prairie Museum-** Martha motioned to approve what the board did in the previous year. ($550 in advertising). Leesa seconded the motion. Motion approved.

C. **Darin Spence w/ CCC Women's BB-** Jenny motioned to approve $1,000 for the women's basketball event that Darin had presented on. Leesa seconded the motion. Motion approved.

D. **Karson Harris w/ CCC Rodeo-** Discussion on how the rodeo team has grown and improved since last year. Quinnlyn motioned to give $10,000 for this year's rodeo. Martha seconded the motion. Motion approved.

E. **Chayse McCullough w/ CCC Cross Country-** Discussion about how this doesn't really fit the mission but they want to support in some way. Aaron motioned to provide the 5 butterball turkeys that are being used for the prizes. Jenny seconded the motion. Motion approved.

OTHER:

A. **Bob McLemore PIP Help-** Quinnlyn motioned to pay $100 in chamber bucks for a thank you to him for all the help. Leesa seconded the motion. Motion approved.

B. **Colby All Sports Booster Club-** Quinnlyn motioned for a renewal. And do have the spring one showcased at baseball. Aaron seconded. Motion approved.
C. **HWY 24 MAG-** Leesa motioned to decline after discussion about print advertising not being our target mission anymore. Jenny seconded the motion. Motion approved.

ADJOURNMENT: The meeting was adjourned at 9:40 a.m.

Submitted by: Carson McLaughlin

Approved by: [signature]

Title & Date: Chairperson 9-15-26

Next meeting October 13, 2026