

Cheyenne County Visitors Committee meeting:
April 8, 2026 at 5:30 PM at the Cheyenne County Visitors Center
658 Glover Road, Sidney, Nebraska 69162

5:30 PM Meeting to Order / Acknowledge Open Meetings Act: Brooke DeNovellis

Roll Call: Matt Elston, Gina Elsen, Sonia Corne, Brooke DeNovellis, Marva Ellwanger, Anne Rexroth, Rebeka Rowan

Director: Kendra Mitchell

Guests: Heather Shaw, Dana Hill, Zach Christensen, Kayla Wells, Angie Swope, Andrew Rodewald, Adrienne LaBay, Carrie Brown, Brandy Stone

Agenda – Motion to amend the order of the grant presentations: *M: Anne 2nd: Sonia Ayes: Anne, Marva, Brooke, Sonia, Gina, Matt* Motion to approve the amended agenda: *M: Anne 2nd: Marva Ayes: Sonia, Gina, Matt, Anne, Marva, Brooke*

Minutes – Motion to approve the meeting minutes from January 14, 2026:
M: Sonia 2nd: Marva Ayes: Sonia, Gina, Marva, Brooke Abstain: Matt, Anne

Financial Reports – Reviewed by Committee. Placed on file pending audit.

Grant Application Presentations:

- Sporting Event Grant Application – Legion Baseball Concessions for the 2026 Legion Baseball Senior District Tournament (July 24-28) – Angie Swope
- Event Promotion Grant Application – LodgePole Old Settlers for the 2026 Lodgepole Old Settlers Days Celebration (September 5-7) – Dana Hill
- Event Promotion Grant Application – Cheyenne County Fair Board for the 2026 Cheyenne County Fair (July 18-26) – Heather Shaw
- Facility Improvement Grant Application – Village of Dalton for Christmas Lights & Electrical Work – Nobody from Village of Dalton was able to attend, so Kendra Mitchell presented
- Event Promotion Grant Application – Community Shepherds for the 2026 Dalton Fall Festival (Sept 26-27) – Kayla Wells

Due to the other grant applicants not arriving yet, Motion to amend the agenda again to start grant agreements for those who have presented and then come back to the other presentations.

M: Sonia 2nd: Marva Ayes: Sonia, Gina, Matt, Anne, Marva, Brooke

Grant Considerations and Agreements:

- 2026 Legion Baseball Senior District Tournament
 - Motion to recommend a Sporting Event Grant in the amount of \$5000
M: Sonia 2nd: Anne Ayes: Matt, Gina, Sonia, Brooke, Marva, Anne
 - Motion to approve the Grant Agreement 2026-06 for the 2026 Legion Baseball Senior District Tournament
M: Gina 2nd: Sonia Ayes: Anne, Matt, Gina, Sonia, Brooke, Marva
- 2026 Lodgepole Old Settlers Days Celebration
 - Motion to recommend an Event Promotion Grant in the amount of \$2851.50
M: Anne 2nd: Sonia Ayes: Matt, Gina, Sonia, Brooke, Marva, Anne
 - Motion to approve the Grant Agreement 2026-08 for the 2026 Lodgepole Old Settlers Days Celebration
M: Marva 2nd: Anne Ayes: Gina, Sonia, Brooke, Marva, Anne, Matt

- 2026 Cheyenne County Fair
 - Motion to recommend an Event Promotion Grant in the amount of \$7500
M: Anne 2nd: Gina Ayes: Anne, Marva, Brooke, Sonia, Gina, Matt
 - Motion to approve the Grant Agreement 2026-09 for 2026 Cheyenne County Fair
M: Gina 2nd: Sonia Ayes: Sonia, Gina, Matt, Anne, Marva, Brooke
- Village of Dalton for Christmas Lights & Electrical Work
 - Following a review of eligibility requirements, no motion was made to move the application forward for consideration.
- 2026 Dalton Fall Festival
 - Motion to recommend an Event Promotion Grant in the amount of \$2572.50
M: Anne 2nd: Matt Ayes: Sonia, Gina, Matt, Anne, Marva, Brooke
 - Motion to approve the Grant Agreement 2026-10 for 2026 Dalton Fall Festival
M: Matt 2nd: Anne Ayes: Marva, Anne, Matt, Gina, Sonia, Brooke

Grant Application Presentations:

- Event Promotion Grant Application – High Plains Arts Council for 2026-2027 Season (6 events) – Carrie Brown
- Sporting Event Grant Application – Potter Lions Club for the 2026 PNCC Potter Off Road Race (September 4-6) – Brandy Stone
- Event Promotion Grant Application – Potter Lions Club for the 2026 Potter Days (September 4-6) – Brandy Stone

Grant Considerations and Agreements:

- High Plains Arts Council 2026-2027 Season
 - Motion to recommend an Event Promotion Grant in the amount of \$5000
M: Anne 2nd: Sonia Ayes: Gina, Matt, Anne, Marva, Brook, Sonia
 - Motion to approve the Grant Agreement 2026-07 for the 2026-2027 Season
M: Matt 2nd: Marva Ayes: Sonia, Gina, Matt, Anne, Marva, Brooke
- 2026 PNCC Off Road Race
 - Motion to recommend a Sporting Event Grant in the amount of \$2000
M: Anne 2nd: Sonia Ayes: Marva, Anne, Matt, Gina, Sonia, Brooke
 - Motion to approve the Grant Agreement 2026-11 for the 2026 PNCC Off Road Race
M: Gina 2nd: Anne Ayes: Matt, Gina, Sonia, Brooke, Marva, Anne
- 2026 Potter Days
 - Motion to recommend an Event Promotion Grant in the amount of \$1530
M: Marva 2nd: Anne Ayes: Sonia, Gina, Matt, Anne, Marva, Brooke
 - Motion to approve the Grant Agreement 2026-12 for 2026 Potter Days
M: Anne 2nd: Gina Ayes: Matt, Gina, Sonia, Brooke, Marva, Anne

Visit Nebraska Tourism Conference Overview – Matt Elston

Directors Report – Kendra Mitchell presented the Q4 Directors Report

Committee Business and Discussion

- Action Items from Directors Report
 - All is Bright 2026 Dates – Motion to approve dates presented
M: Anne 2nd: Gina Ayes: Matt, Gina, Sonia, Brooke, Marva, Anne
 - All is Bright Storage – Motion to approve purchasing a 40' high cube shipping container, up to \$5500
M: Anne 2nd: Sonia Ayes: Anne, Marva, Brooke, Sonia, Ginia, Matt
 - Dakboard Devices – Motion to approve purchasing up to 9 more Dakboard mini devices
M: Matt 2nd: Anne Ayes: Sonia, Gina, Matt, Anne, Marva, Brooke
 - Conference Registrations – Motion to approve Kendra to attend UMCVB Fall Conference and National Scenic Byway Association's Byway Leader Training
M: Anne 2nd: Sonia Ayes: Gina, Sonia, Brooke, Marva, Anne, Matt
- Resignation of alternate member Brenda Parsons
- Special Marketing Meeting
 - Motion to have a special meeting to discuss marketing on April 29 at 5:30pm.
M: Matt 2nd: Anne Ayes: Sonia, Gina, Matt, Anne, Marva, Brooke

Comments from the Public - None.

The meeting was adjourned at 8:14pm.