

**Visitors Promotion Committee
Special Meeting
November 4, 2015
MINUTES**

In attendance: Julie Lattimer, Roland Morgan, Dave Wheaton, Colette Wear, Roma Amundson, Amy Dickerson, and Becky Perrett

Staff attending: Derek Feyerherm, Kathy Dvorak, Jeff Maul, Kyle Fischer, Derek Bombeck

Guests: Kevin Abourezk

Call to Order and Introductions: Julie Lattimer called the meeting to order at 2:05 and introductions were made to include Kevin Abourezk from the Lincoln Journal Star.

Request for Lancaster County Promotion Funds for NORSECA Tournament: Lattimer turned the meeting over to Maul who stated the normal VPC meeting will still be held on November 18, but because of time constraints, this special meeting was required. Maul also stated that our community has a sports market opportunity in January, 2016 to host a type of event we want to do and that will open the door for other such opportunities. Maul turned the meeting over to Bombeck who stated that the CVB has been contacted by USA Volleyball about bringing the NORSECA women's volleyball Olympic qualifying tournaments to Lincoln, January 5 – 9, 2016 and will be held at the Pinnacle Bank Arena. NORSECA is the international governing body for North America, Caribbean and Central America women's Olympic volleyball teams. Tournament games will be held January 7, 8 and 9 and there will be two matches per day at the Pinnacle Bank Arena. Maul stated this would not have happened without the relationship Bombeck has built by attending tradeshow and through his previous work at UNL. There will be national and international television coverage and it will be the CVB's goal to have their logo all over the sidelines so it is seen on TV. There will be opportunities to attend the games and again the reason for expediency as the State High School volleyball championship tournaments begin next week and want the opportunity to market at that time.

The request today is for \$275,000 from the Lancaster County Promotion Fund to bring the NORSECA Olympic qualifying tournaments to Lincoln for women's volleyball. This money is not in the budget, but held by Lancaster County in a promotion fund. The promotion fund dollars come from 2% of the lodging tax collected. Normally requests are funded from improvement fund dollars. This is the first time a request has been made from the Promotion Fund. Amundson was asked if there were sufficient funds in the promotion and she stated there were sufficient funds and that the County Board was on target to help with this ask. If approved today, the request will be presented to the Lancaster County Board tomorrow morning at 9:45 a.m.

Discussion regarding the impact this event will have included room nights booked, as well as international and national exposure to help recruit other events to the community. Lattimer stated that this type of event is part of a bigger whole and a catalyst for other things. Morgan asked if this could be a stepping stone for other Olympic qualifying events and Bombeck responded absolutely and has his eye on wrestling.

There was also discussion on marketing and sponsorship opportunities and Bombeck stated that USA Volleyball has already provided some materials and Maul stated that NORSECA has their own

sponsors.

Lattimer made the motion to approve the use \$275,000 from the lodging tax promotion fund to bring the NORSECA women's volleyball Olympic qualifying tournaments to Lincoln. Wear seconded.
Motion carried unanimously.

Adjourn:

There being no further discussion Lattimer adjourned the meeting at 2:30 p.m.