

Cheyenne County Visitors Committee Meeting

Agenda – April 29, 2026 at 5:30 PM

Cheyenne County Visitor Center - 658 Glover Road, Sidney, NE

The Cheyenne County Visitors Committee will consider, take necessary action and may go into Executive Session, when applicable. Times listed are approximate and may vary. Any Agenda item may be moved at any time at the discretion of the Chairman of the Committee.

5:30 PM **Call to Order**
Announce & Acknowledge Open Meetings Act
Roll Call / Introduction of Guests
Approval of Agenda*

5:35 PM **Marketing Budget & Planning**

- Discussion and Review of marketing budget
 - Billboards - Proposals from Lamar and Huntington
 - Brochure Distribution
 - Digital Ads, Social Media, Etc
 - Familiarization Tour Expenses
 - Marketing Agency + Photography - Proposal from Redthread marketing
 - Misc. Advertising
 - Print Ads
 - Radio Ads - Proposal from Growing Small Town Nebraska podcast
 - Website
- Executive Session – Contract evaluations and personnel matters (For the protection of the public interest and/or prevention of needless injury to the reputation of an individual)
- Votes or motions resulting from the Executive Session discussion*
- Votes or motions resulting from review and discussion of budget and planning session*

7:00 PM **Comments from the Public**

Adjourn

* Denotes Action Item