



MEETING MINUTES

DATE: 03/31/16

TIME: 10:00 a.m.

LOCATION: Conference Call

PURPOSE: Board Meeting

President Tim Anderson called the meeting to order.

Present:

Tim Anderson

Kevin Poppe

Kelly Gewecke

Ashley Rice Gerlach

Jay Hall

Jeff Hofaker

Jean Issler

Guest Betty Sayers

Proposal from Nebraska Rural Living

(attached): Betty Sayers gave a synopsis of the proposal asking for \$5000. The funds would be used to help with marketing for South Platte towns with populations less than 10,000. These communities do not have the funds to contribute to NRL for the work NRL does to promote these communities. Examples are Stratton, Red Cloud, Minden, Axtell, Benkelman. In exchange, NRL will give SPUCC sponsorship status with ads in its newsletter, Facebook and Instagram posts. It is also planning professional videos to be put on YouTube. NRL has surveyed its audience and has determined that marketing dynamic towns, food experiences and nature trails for hiking, biking etc. are the most effective subjects. Betty then left the call.

Jay reported that we have \$15,000 in our checking account and that about \$10,000 in dues invoices have been sent out this week.

Kelly moved to approve the request with quarterly payments and regular reports from NRL and links to SPUCC website on NRL ads. Ashley seconded. Motion carried. (After the meeting Jean discussed the grant with Betty; NRL will invoice SPUCC for Jan.-March immediately, then at the beginning of the next three quarters of 2016. She also requested a liaison from the board to advise NRL and report back to the board.)

Provident Promotions Additional Website Work

Original Website bid was based on transferring old web site info to a new site, however when determining needs of the new site, several additional features were identified as important. Blake Peshek would like approval of the additional cost before proceeding with further work:

The following will be about 10 extra hours or work. **\$950**

1. News Blog functionality
2. Custom email notifications sent to Jean when members update their profiles/pages



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3. Google Calendar for events
4. Submit event forms - will be emailed to Jean
5. Bad linker checker plugin - this will allow Jean to quickly see and fix or delete bad links
6. Site map

Kelly moved to approve the additional features and cost. Kevin seconded. Motion carried.

Photos for Website

Provident is needing photos for the website to capture the spirit of the South Platte Region. Send any contributions to Jean, info@jeanissler.com or info@spuccne.com

June 14 Meeting Venue

Previous discussions called for a meeting about housing to be held in the Cambridge/McCook area. It was decided to meet in McCook. Ashley volunteered to find a venue and organize the meeting. Tim suggested checking Imperial for subject matter/speakers due to housing projects going on there.

Regular Conference Call Board Meeting Schedule

It was decided to hold regular board meetings by conference call in order to keep communication and business flowing. Meeting will be held at 10:00 am. on the second Tuesday of the month during the month BEFORE the Quarterly Member Meetings.

May 10 Board Meeting

June 14 Quarterly Meeting

August 9 Board Meeting

September Quarterly Meeting

November Board Meeting

December Quarterly Meeting

Meeting Adjourned

Submitted 03/31/16

Jean Issler

Submit additions or corrections to info@jeanissler.com

Attachment follows



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ATTACHMENT

January 12, 2016

Hello, Tim

Nancy and I are remembering the early and whole hearted support we were awarded from the South Platte United Chambers of Commerce in 2003 when we first started Nebraska Rural Living. The South Platte Executive Board suggested our first tagline, "Bring Our Own Back Home," and were first among our champions of the business plan. We adopted the South Platte region as our own, and the business lifted off from there.

We believe we can serve and promote the South Platte organization into 2016. See the actions and activities of 2015 below:

The dollars were allocated to telling and showing our many thousands of readers the opportunities in our dynamic small communities, our prosperous entrepreneurs, the food we grow and the quality chefs and restaurant owners who prepare and serve it, and essays on topics that interest our readers. We publish in a newsletter and e-magazine, Nebraska Rural Living Facebook, Photo Friday, Instagram and the Blog.

- **Published 12 editions of Nebraska Rural Living that were opened by over 30,000 readers each month who read approximately 180,000 pages this year**
- Subscribed to MailChimp for electronic delivery of the Nebraska Rural Living newsletter adding the technology to communicate directly with our fans and subscribers
- Sent a photo every Friday to Nebraska Rural Living subscribers attracting more readers and subscribers
- Published approximately 100 Facebook messages with photos to interest our **1,400** and growing number of Facebook friends
- Posted **10 Blogs and photos** on topics relevant to life and living in a town under 10,000 in Nebraska
- Posted on **Instagram 100** photos of beautiful Nebraska, rural adventures, careers in rural Nebraska, and entrepreneurs
- Presented Nebraska Rural Living at the Agri/Eco Tourism Workshop sponsored by Nebraska Tourism Commission
- Awarded a Nebraska Tourism grant to produce and market an online self-guided tour of fun for families and leisure tourists over 36 hours in Arapahoe, Cambridge and McCook



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- Networked with GROW Nebraska, Chicken Dance Trail, Nebraska Game & Parks Commission, McCook Tourism, Cambridge and Arapahoe Economic Development Corp., NET, 9Clouds Internet Marketing Firm, Mali Marketing, Center for Rural Affairs, Center for Rural Entrepreneurship, South Platte United Chambers of Commerce, Nebraska Tourism Commission, NE Works.gov, Phelps County Community Foundation, Nebraska Public Power District, Central Nebraska Power and Irrigation, and NTV, rural Nebraska entrepreneurs, food growers, chefs and restaurant owners and others whose creativity and diligence enhance our small towns.

Google tell us that the majority of our readers are between 30 and 50 years, predominately male and like sports, outdoors activities, historical buildings, technology. Our readers live in Nebraska and cluster in eastern Nebraska. They also read the Nebraska Rural Living newsletter in nearly every state in USA, Australia, Canada, South Africa, England, China, Taiwan, and Germany. The pages most read in consecutive order of most read first are Rural Success Stories, Dynamic Towns and Cities, Rural Foodies, and Articles and Essays.

We believe our weakest link to be job and career search because NE Works, the Nebraska government Career and Job Search program short-changes rural Nebraska's career opportunities. To assist in the search for career opportunities, Nebraska Rural Living publishes the Key Employers in the south central region with website addresses for each. The system is woefully inadequate for families who are considering a move and career change in a town under 10,000 in Nebraska.

2016 Plans

- Register more readers and collect their e-mail addresses so that we may open conversations and exchange ideas and information with our readers
- Survey our readers on Facebook, the Blog and the Nebraska Rural Living newsletter to invite their opinions on improving Nebraska Rural Living newsletter and to discover more about their interests and intentions
- Market the first Family Fun and Leisure Tourism package for towns under 10,000 in Nebraska - **36 Hours discovering trails and towns in Arapahoe, Cambridge and McCook Region**
- Publish a series of essays and photos on music venues in rural Nebraska
- Fund a digital gallery for fine art in towns under 10,000 hosted by Nebraska Rural Living. An interested reader offered to lead a campaign to fund the process to establish



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an art gallery on the Nebraska Rural Living website. We educate the world about the lifestyle, amenities, culture of rural Nebraskans and towns under 10,000 population, and we believe artists, photographers and sculptors will do just that.

- Continue publishing a quality and uncommon little magazine each month of 2016
- Produce and publish 2 minute video's featuring our 14 Dynamic Small Communities to publish on YouTube.

Nebraska Rural Living is a voice for towns under 10,000 in Nebraska, and our category is also "little magazine." A little magazine like Nebraska Rural Living attracts a niche audience. We believe that small means delicious, sparkly, adventurous and far from normal.

As readership grows, our influence broadens. We welcome our audience on Facebook, Blog site and Instagram, and we invite them to read more on the website, communicate with us, and move forward by moving back to common sense living in rural Nebraska.

Nebraska Rural Living is a voice for towns under 10,000 in the South Platte region. We also celebrate the Kearney and Hastings communities for their entertainment venues including shopping, recreation opportunities, sports, entrepreneurs, colleges and university, restaurants, museums. Nebraska Rural Living speaks to the alumni of the region's high schools and invites them back to bring a business, take a career opportunity, visit, vacation, retire.

Will the South Platte organization consider sponsoring the Nebraska Rural Living newsletter at the \$5,000 level? We will invite a South Platte member to serve on the Nebraska Rural Living Board of Directors to help us portray the amenities and opportunities of the region. Dena Beck currently serves as a Board member.

ADDITIONAL NOTE 03/28/16

- Produce and publish 2 minute video's featuring our 14 Dynamic Small Communities to publish on YouTube.



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Jean, as I reflect on the request for sponsorship from the South Platte, I believe the above product potentially will produce the most botts for the buck. As with nearly all we do, this is experimental and untested but promising with a caveat: we need to check the cost of 14 videos for \$5000 and be certain we can do it well if we include every community this year. I think it is possible but don't have the facts. All else on the list we will do as written. Thank you. Betty