

CITY OF GROVE
CONVENTION AND TOURISM BUREAU
REGULAR MEETING MINUTES
JUNE 25, 2020

Jim Corbridge, Chairman, called the meeting to order. Members present were Ileta Bray, Brad Wisdom, and Hitesh Patel. John Wells was not present. Also in attendance were Donnie Crain, Executive Director and Debbie Bottoroff, Assistant City Manager.

Agenda Items

Corbridge opened the floor for discussion in respect to the approval of minutes of the February 27, 2020 Regular Meeting. Wisdom made a motion seconded by Bray to approve the minutes as presented. 4 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to the monthly financial reports. Wisdom made a motion seconded by Bray to approve the monthly Financial Report. 4 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to participating in the Green Country Marketing TV, Social Media and Digital promotion. Crain advised members Green Country Marketing is providing the CTB the opportunity to participate in #GreenMeansGo promotion. The purpose of the promotion is to entice visitors/tourist back to Grove and Grand Lake in the wake of the COVID pandemic. Green Country Marketing offers the following packages:

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| #1 | One Participant | \$825 per month |
| | 18-20 seconds of video for one participant | |
| #2 | Two Participants | \$450 per month |
| | 18-20 seconds of video split equally between two participants | |
| #3 | Three Participants | \$375 per month |
| | 18-20 seconds of video split between three participants | |
| | You Tube Ads | \$125 - \$150 depending on the number of clicks/viewers that watch the complete You Tube video |
| | | Approximately three cents per click |

Crain recommended Package #3 for two months, plus the You Tube Ads at a total cost of \$900. Members agreed this type of marketing is a good tool to promote Grove and Grand Lake. Wisdom made a motion seconded by Bray to participate in Package #3 for two months, plus participate in the You Tube Ads at a total cost of \$900. 4 AYE, 0 NAY, Motion carried.

Staff Reports

Crain presented his Tourism Marketing Report. He advised members due to the pandemic a few events were cancelled. Although, the Toes in Grand was a big success; the added attractions of American Heritage Music Festival and Thunder on Wolf Creek brought a variety of spectators to the event.

Crain announced James and Jennifer Andrews were the new managers of the Grand Lake Queen, and they are providing a variety of different types of cruises.

Adjourn

Wisdom made a motion seconded by Patel to adjourn. 4 AYE 0 NAY, Motion carried.
Meeting adjourned at 2:47 p.m.