

CITY OF GROVE
CONVENTION AND TOURISM BUREAU
MINUTES
REGULAR MEETING
MARCH 24, 2016

Jim Corbridge, Chairman, called the meeting to order. Members present were Amelia Chamberlain, John Wells, and Hitesh Patel; Brad Wisdom arrived at 2:21 p.m. Also in attendance were Bill Keefer, City Manager and Debbie Bottoroff, Assistant City Manager.

Corbridge opened the floor for discussion in respect to the approval of minutes of the February 25, 2016 Regular Meeting. Chamberlain made a motion seconded by Wells 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. After minimal discussion, Chamberlain made a motion seconded by Wells to approve the financial reports as presented. 4 AYE, 0 NAY, Motion carried.

Leonard Miller presented his request for grant funding in the amount of \$4,000 to market Thunder on Wolf Creek scheduled for June 24-26, 2016. Miller presented both local and regional options on advertising, and advised all grant proceeds will go towards the cost of advertising the event. Corbridge advised Miller this was new to the CTB members and it would be helpful to know what types of advertising are successful in bringing attendance to the event. Miller stated he would have the local Boy Scouts perform a survey during the event to determine 'How the attendees found out about the event.' Wells requested Miller include the results of the survey in a follow-up report to the members. Chamberlain made a motion to approve grant funding for advertising Thunder on Wolf Creek in the amount of \$2,500, seconded by Patel. 5 AYE, 0 NAY, Motion carried.

Kathleen Pixley and Harry Worley presented a request for grant funding for advertising three events as follows:

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|-------------------------------------|---------|
| 1) Cajun Festival | \$2,500 |
| 2) Jana Jae Fiddle Camp | \$4,000 |
| 3) American Heritage Music Festival | \$5,000 |

After much discussion, Wisdom made a motion seconded by Chamberlain to provide grant funding in the amount of \$2,500 for each event. Corbridge asked for further discussion, and Wells questioned funding the Cajun Festival and Fiddle Camp since both of these events are scheduled on holiday weekends when the hotels are already full. He is in support of funding the Music Festival since it was scheduled on a non-holiday weekend. Pixley advised their events are established years in advance, and it would be difficult to re-schedule. Corbridge suggested the members vote on each event separately. Wisdom withdrew his original motion, and Chamberlain withdrew her original second on this agenda item.

Wells made a motion to exclude the Cajun Festival from funding, his motion died for lack of a second. Chamberlain made a motion seconded by Wisdom to provide grant funding in the amount of \$1,000 to be used to advertise the Cajun Festival. 4 AYE, Wells NAY, Motion carried.

Corbridge made a motion seconded by Wisdom to provide grant funding in the amount of \$2,000 to be used to advertise the Jana Jae Fiddle Camp. 4 AYE, Wells NAY, Motion carried.

Chamberlain made a motion seconded by Wisdom to provide grant funding in the amount of \$2,500 to be used to advertise the American Heritage Music Festival. 5 AYE, 0 NAY Motion carried.

Worley and Pixley advised they have a volunteer that performs surveys at each of their events; they will provide the information in their post-event report. Worley advised he would provide a copy of the questions asked on the survey to Bill Keefer, City Manager three weeks prior to their first event, to allow him time to provide any additional questions he deemed necessary.

Corbridge opened the floor for discussion in respect to the approval of a Resolution amending the 2015-2016 Convention and Tourism Bureau Budget. Keefer explained the Budget Amendment will increase the Revenue to better match actual amounts received, and also added line items to cover the salary and benefits for the position of a Director. Keefer advised, upon approval of the Resolution, the amendment will be presented to the City Council at their April 5, 2016 meeting for consideration of approval. Wisdom made a motion seconded by Chamberlain to approve the Resolution amending the budget. 5 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to accepting application for the position and process of hiring a part-time Convention and Tourism Bureau Director subject to City Council approval of the budget amendment. Wells questioned funding the position on an annual basis instead of on a quarterly basis; he stressed concerns about the individual not performing their duties and the funding being committed for a full year. Wells suggested funding the position on a quarterly basis and continuance of the position be determined by a quarterly performance evaluation. Keefer explained the importance of funding the position on an annual basis, and advised the members a performance evaluation can be held at their discretion. If the individual is not performing as desired it will be addressed through the established personnel policies and procedures. Wells made a motion seconded by Patel to accept applications for the position and approve the process of hiring a part-time Convention and Tourism Bureau Director. 5 AYE, 0 NAY, Motion carried.

Keefer suggested appointing two members of the Bureau to participate in reviewing applications for the part-time Director position and narrowing the number of applicants to be interviewed to five or six. Corbridge asked for volunteers to participate in the selection of applicants to be interviewed. Chamberlain and Wisdom volunteered to participate. Wells made a motion seconded by Patel to appoint Chamberlain and Wisdom as representatives of the Convention and Tourism Bureau to participate in reviewing applications and selecting applicants to be interviewed. Keefer advised following this process the Bureau may hold an Executive Session to interview selected applicants.

Bottoroff presented samples of Rack Cards identifying public parking available in downtown Grove. She requested members select the picture to be placed on one side of the cards. Members expressed their concerns with some of the proposed pictures focusing on individual downtown businesses instead of the downtown as a whole. After discussion the members selected the picture of the Downtown Grove banner with a block of downtown in the background. Two price quotes were received, Bottoroff advised Van's Printing was the lowest and best quote and proposed accepting their quote for printing 2,500 cards for \$200. Wisdom made a motion seconded by Chamberlain to accept Van's Printing quote as presented. 5 AYE, 0 NAY, Motion carried.

Due to the lengthy meeting, Corbridge suggested members table the Work Session for next month's meeting. Wells made a motion seconded by Chamberlain to table the Work Session for their next meeting. 5 AYE, 0 NAY, Motion carried.

Staff Reports

There were no additional staff reports.

Board Reports

There were no Board reports.

Motion was made by Wisdom and seconded by Wells to adjourn. 5 AYE, 0 NAY, Motion carried and meeting adjourned at 3:58 p.m.