

CTC Advisory Meeting
September 19th, 2017
4:00 p.m.
Holiday Inn

Attendees:

Jean Plummer
Natalie Donges
Wendy Wilkinson
Kendra Wilkinson
Molly Denton

○ **WELCOME & OLD BUSINESS**

- We survived summer!
 - Recap of DAK, Shrine, DMF
 - ⇒ DAK attendance = 1,847 (2016 = 1,611)
 - ⇒ Shrine Bowl attendance = 6,316
 - ⇒ Dam Music Fest = 7,000 Friday, 13,000 Saturday
 - Disc Golf Course now open!
 - ⇒ Course is now open to the public. The grand opening and ribbon cutting happened on August 19th at 10:45 a.m. Dynamic Discs was there for a tournament: Trilogy Challenge.

○ **NEW BUSINESS/UPCOMING EVENTS**

- Oktoberfest – Friday, September 22nd
 - EHS Homecoming will be happening at the same time as Oktoberfest. We are hoping that people will come before the game and then after the game. There will be two bands performing: Piper Leigh and the Smokin' Section and Big Red Horse.
- Lantern Fest – Saturday, September 23rd
 - Over 2,000 people have registered for the event so far. The Lantern Fest Company is expecting probably another 400 in walk ups at the event. The City (CVB) will be selling beer at the event. Last year we sold beer and made a profit just over \$1,000.
- Shop Local Campaign with Chamber/Main Street
 - CVB is working with Emily (Main Street Director) and Susie (Chamber Director) along with other business owners in town. The group was formed to discuss ways to expand and promote retail businesses downtown and throughout the community. Currently, the focus is on a Shop Local campaign. We want to help educate the public on how shopping local benefits the community. Shop Small Saturday is November 25th. The goal is to teach people that shopping local everyday (not just on 11/25) is great for El Dorado. Table tents are being made to show people statistics and pictures of projects that sales tax money has been used for. These table tents will be put on all local restaurant tables that want them.

- The group has also developed a hashtag (#myeldo). The idea is to create one hashtag that everyone in the community (businesses and residents) can use. Once a post is made on social media, use #myeldo followed by #myeldo_____, to help specify what you experienced. i.e. #myeldocoffee or #myeldoparks.
- Emily with Main Street is also working on an application for the State to get signs for the outside of town for the Historic District. Part of this application states that the town needs to have a designated Visitors Center located inside the Historic District. Currently we don't have a designated center. The group made a few suggestions as to where a good location might be.
- **BED TAX NUMBERS**
 - See updated report as of June 2017
 - The 2Q report from the state has been released. April 2017 was a great month, coming in at \$18,062.85 for the month (up \$4,000 from 2016). The hope is that July numbers are great considering all of the events that happened in town. Those numbers will be released in October.
- **MEMBER OPEN FORUM**

Kendra stated that it is important for members to attend meetings and if they cannot attend to let the CVB know in advance.

*According to the City's procedures for advisory boards, if a member does not attend 50% of the scheduled meetings within a 12 month period, the City Manager will remove them from the advisory board.
- **NEXT MEETING:** November 21st, 2017
 - **LOCATION:** YMCA

Meeting facilitated and minutes taken by Molly Denton

9/19/17