

CTC Advisory Meeting - Minutes
November 21st, 2017
4:00 p.m.
El Dorado YMCA

Attendees:

Jean Plummer
Seth Turner
Tami Morgan
Kim Smith
Wendy Wilkinson
Kaylan Berry
Matthew Guthrie
Randy Just
Kendra Wilkinson (Ex-Officio)
Molly Denton (Staff)

Absent:

Steve Reynolds

○ **WELCOME & OLD BUSINESS**

○ Memberships

- A few members' terms expire in May 2018. Molly will give an accurate list out to those that are up for renewal at the January meeting. Once Matt Guthrie joins the Commission in January, his spot will open up leaving 2 vacant spots on the committee.

○ Oktoberfest & Lantern Fest recap

- Oktoberfest had a fair turn out, the EHS Homecoming happened on the same evening which hurt attendance. Overall, the event went well. However, the Oktoberfest committee has decided not to do the event next year. Most involved did not see the benefit in the event compared to how much work it takes putting it on.
- Lantern Fest was well attended with about 2,500 people. CVB sold beer at the event and made about \$2,000.

○ **NEW BUSINESS**

○ Shop Local Movement with Chamber/Main Street

- The "Market El Dorado" group has been meeting every other week for the past few weeks discussing ways to promote shop local. The group made table tents with statistics about the benefits of shopping local and a short video was also made to help promote. Shop Small Saturday is November 25th.

○ City Website

- The City is up for a redesign of the website: www.eldoks.com in 2018. This will be a 6-8 month process.
- CVB is hoping to use the website's photo gallery option to help with a city wide photo contest. The public will be able to vote on the photos in the

gallery which will not only help drive traffic to the website but will give CVB access to new pictures to use in future marketing.

- Media display screens
 - The City will be hanging large screens in the lobby of City Hall and at the Civic Center that will replace bulletin boards. Molly will work on the design templates for these displays. This will allow information to be shown to the public in a more clear and concise way.

- TIAK Conference – Garden City in October
 - Caitlyn Fowler won the TIAK scholarship this year and was able to attend the conference for free and also be there as a representative for El Dorado.
 - There are many untouched marketing opportunities on TravelKS.com and on the new phone app. CVB will be utilizing these resources more in 2018 including a backlit display at the Belle Plaine Travel Information Center.

- Other Upcoming Projects
 - El Dorado Visitors Guide 2018 – partnering with the Times-Gazette again
 - SCKTR Travel Guide 2018
 - El Dorado Map (z-card style) – new idea for city map (www.zcardna.com)
 - Department Videos – Molly will be making videos highlighting each dept.
 - Events at Prairie Trails – monthly events to help raise awareness about PT
 - National Outdoor Track Championships May 17-19, 2018

- **BED TAX NUMBERS**
 - See updated report as of September 2017. Overall, the bed tax (and sales tax) numbers are down from 2016. Somewhat surprising, but the large events that happened over the summer only occurred over a weekend span. The refinery has a large turnaround in 2018 over several months which will be great for bed tax.

- **MEMBER OPEN FORUM**
 - Cocoa and Christmas Carols at BrewCo. on 12/20/17
 - Bowling with Santa at Grizzly Bowl on 12/16/17
 - Pet Photos with Santa on 12/2/17
 - Future idea: have Christmas trees at different locations around town that have the same purpose – something similar to an Angel Tree but at many locations.

- **2018 Meeting Schedule** – dates and locations finalized. Molly will send out to group.

- **NEXT MEETING:** January 16, 2017 at 4:00 p.m.
 - **LOCATION:** City Hall (220 E. 1st)