

## CTC - Minutes

March 20, 2018

4:00 p.m. Building 323

### Attendees:

Natalie Donges  
Randy Just  
Matt Guthrie  
Jean Plummer  
Ross Viner  
Perry Schuckman  
Mike Fagg - Guest  
Molly Denton

### Absent:

Wendy Wilkinson  
Kim Smith  
Seth Turner  
Tamara Morgan  
Steve Reynolds  
Kaytlan Berry

### o **WELCOME**

- o Natalie Donges moves to approve the February 6<sup>th</sup>, 2018 minutes. Randy Just seconds. Motion carried.

### o **MEMBERSHIPS**

- o Welcomed new members Ross Viner and Perry Schuckman to the committee. Molly informed those members that had terms expiring at the beginning of May. Those interested in reapplying for another term need to complete a Renewal Application and return to Molly.

### o **BED TAX NUMBERS**

- o The bed tax numbers shown at the February meeting are the same numbers shown at this March meeting. Hopefully by the May meeting we will have the 1Q numbers for 2018 to show. We are looking forward to the large Holly Frontier turnaround in the fall as well as other large events this year that will bring in multiple day hotel stays.

### o **UPDATES**

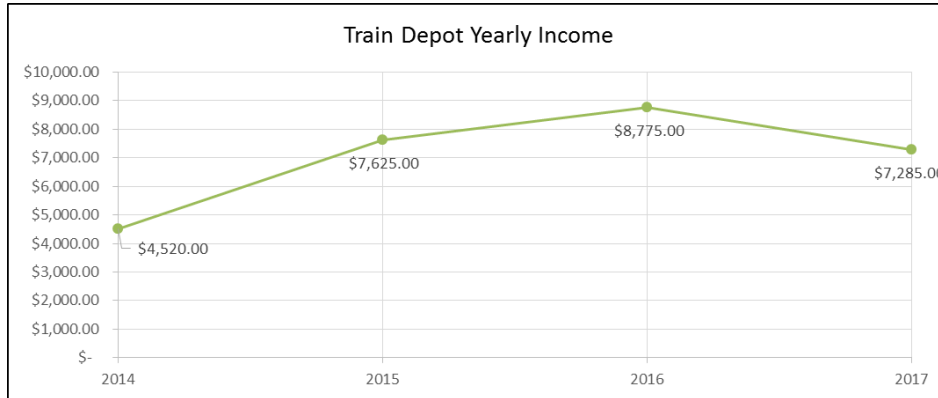
- o With the help from Linda Jolly, Molly applied for and won the Tourism Marketing Grant from the Kansas Department of Wildlife, Parks and Tourism. This grant will help fund a series of four visitor videos as well as the cost to reface the City's billboard on the turnpike.
- o Recently Main Street, the Chamber, the Kansas Oil Museum and the City met to discuss the possibility of a visitor's center in town. Overall, most felt that the Chamber already serves as a physical location that visitors go to for information. The CVB will make sure that the magazine and brochure rack is always filled at the Chamber/Civic Center lobby. The CVB will also be maintaining a new TV media display going in the lobby. The information put on that display will be targeted towards visitors and will include information about our museums, lake and other points of interest.
- o The new El Dorado map and Visitors Guide that the Times-Gazette publishes will be ready for distribution soon. The CVB is currently working on new ways we can be more efficient with our distribution to the Lake, hotels and other businesses in town.
- o The conversation about an El Dorado Flag has dwindled. We hope to meet again soon and possibly open the design process up to the public to submit ideas.
- o The El Dorado Police Department will be hosting a Movie in the Park on Saturday, May 19<sup>th</sup>. The CVB will be helping promote this event. It will be free to the public at the Forest Park bandshell.
- o The idea of a summer concert series has been discussed and the CVB will continue to work on this. We hope to have a series of 3 concerts beginning in May and ending in July on the Wednesday before Dam Music Fest. The July date will help "kick-off" the DMF week. The concerts will feature local artists and be free to the public. The location will be the Train Depot courtyard area.
- o The CVB hopes to have visitor information booths at many of the upcoming events including; NJCAA Track, Movie in the Park, Summer Concerts at the Depot, AAU Track, Drums Across Kansas and the Dam Music Fest. The booth will have information for visitors to pick up and also large maps of El Dorado that will highlight our downtown and other points of interests. The goal being to inform our visitors about upcoming events and be a point of contact for what there is to do, see and eat while they are here in town during each event.
- o The Winter edition of the Photo Contest has ended and we had 55 entries! The top three winners were awarded with Chamber checks. The Spring edition of the contest is now accepting entries now through May 6<sup>th</sup>.

- **TRAIN DEPOT RENTAL FEE DISCUSSION**

- We will continue our conversation about raising the Train Depot rates at the May meeting. We did not have a quorum to vote.

Year	Revenue	Expenses	Profit/Loss	Largest Expenses Incurred
2017	\$7,285.00	\$14,931.98	-\$7,646.98	Furnace work, Blinds, New Fridge
2016	\$8,775.00	\$6,119.02	\$2,655.98	

*\*Before 2016 the Depot expenses were not tracked separately like they are today. Those expenses were grouped together with all other city building expenses, making it difficult to get exact numbers.*



- **MEMBER OPEN FORUM**

A guest, Mike Fagg, came to the meeting and wanted to know the possibility of advertising on the billboard on north Main that is owned by Stardust motel. He would like to see on the side of the board facing north "Wildcat Country" and the side of the board facing south a "Welcome to El Dorado" message. Molly told him she would look into the City's policies on advertising on this board, but the owner of the board would need to grant permission. He said the owner has already agreed.

- **NEXT MEETING:** May 15<sup>th</sup>, 2018 at 4:00 p.m.
  - **LOCATION:** Holiday Inn

Minutes submitted by Molly Denton  
4/2/18