

CTC Advisory Meeting - MINUTES
August 14, 2018
4:00 p.m. at BrewCo. Coffeehouse

Attendees:

Ross Viner
Kaytlan Berry
Randy Just
Steve Reynolds
Jean Plummer
Seth Turner
Rachel Lacerda
Molly Denton

Absent:

Kim Smith
Natalie Donges
Matt Guthrie



We forgot to approve the May 15th, 2018 minutes at this meeting. This approval reminder will be added to the next meeting's agenda.

New member Gavin Shank was not in attendance because Grizzly Bowl was short staffed, but will come to the next meeting. Rachel Lacerda, new GM at Holiday Inn was in attendance. Molly will send her the new membership application so she can officially become a member. Welcome new members! There is still one open spot on the committee.

The second quarter report for bed tax is in for 2018. Overall, the numbers are very comparable to where we were at last year. Currently, the bed tax generated is at: \$80,685.82. In 2017 at this time we generated: \$73,877. The Holly Frontier refinery turnaround is September 23 – November 4 and will bring in over 1,800 workers to town, most of which will stay at the hotel/motels. This year should end with great numbers for bed tax.

The new El Dorado Flag became official by the City Commission on Monday, July 23, 2018. The public voted on the finalist and choose design #1 by local graphic designer, Jarrett Deen. The flag is not copyrighted and anyone has the right to freely use, modify, copy and share the flag. A flag information flier has been made and is available on the city's website: <http://eldoks.com/398/El-Dorado-Flag>. There are several local vendors in town that are selling or will be selling the flag and flag merchandise. The city will not be selling flags. See above image of the new flag.

Drums Across Kansas brought in 1,890 people (2017=1,969 and 2016=1,611). This year the ticketing was managed through the corporate office in Indianapolis (Drum Corps International, DCI). The past two years, tickets were handled locally by BCC. We are grateful that this event will be back again in 2019 and are optimistic the attendance will continue to grow.

Dam Music fest did well this year. Many that attended spoke highly of the improved organization of the event and the performances were outstanding. The estimated attendance for Friday and Saturday nights was 10,000 people each night.

The Summer Concerts at the Depot (new event this year) went very well and we had a great response from the public. The concerts were held at the Train Depot courtyard and were free to the public. Local artists performed and food vendors were onsite. We hope to continue this again next summer!

The Holly Frontier Western Celebration kicks off on August 19 – 26. They changed the date this year so it wasn't the weekend after Dam Music Fest.

The state Tourism and Marketing Grant that was awarded to the CVB earlier this year is being used to make a series visitor videos with four different target audiences. These videos are coming together and the first "millennial audience" video should be ready in the new few weeks. The videos will feature the new El Dorado flag in them. This grant also covers most of the cost to reface the City billboard on the turnpike. The flag will also be featured on that billboard. See artwork below.



The Banner Program committee has met a few times to discuss the guidelines and application process for the banners that will be on downtown poles and eventually expand to other poles around town. More information on this committee coming soon.

The City, BCC and USD 490 have placed a bid to host the Kansas Shrine Bowl again. The proposed dates to host are either July 18, 2020, July 17, 2021 or July 16, 2022. We have been chosen to move on in the bid process and will do a formal presentation on Saturday, September 22, 2018 in Salina. Representatives from each entity will be there to help with the presentation.

Here are a few of the upcoming fall/winter events:

- o Car Show hosted by Susan B. Allen Memorial Hospital – September 29th
- o Trick or Treat with Main Street – October 31st
- o Celebration of Freedom Parade – November 10th
- o Old Fashion Christmas and Parade – December 1st

*The Lantern Fest will not be in El Dorado this year. We hope to lock down a date in 2019!

The City of El Dorado Convention and Visitors Bureau is currently a member of the SCKTR (South Central Kansas Tourism Region), TIAK (Travel Industry Association of Kansas), and SportsKS (a branch of TIAK). The SCKTR is having a booth at the State Fair in September and Molly will work a few days at that. The annual TIAK conference is in Junction City October 22 – 25 and Molly will attend this year.

The next meeting is on Tuesday, September 18th at 4:00 p.m. at Walter's Flowers and Interiors.