

CITY OF GROVE
CONVENTION AND TOURISM BUREAU
SPECIAL MEETING MINUTES
APRIL 24, 2018

Jim Corbridge, Chairman, called the meeting to order. Members present were Brad Wisdom, Amelia Chamberlain, John Wells and Hitesh Patel. Also in attendance were Brent Malone, Executive Director; Bill Keefer, City Manager and Debbie Bottoroff, Assistant City Manager.

Public Comments

Donnie Crain, President of the Grove Area Chamber, updated the members on the status of the “Toes in the Grand” event scheduled for June 1 and 2 at Wolf Creek Park.

Agenda Items

Corbridge opened the floor for discussion in respect to the approval of minutes of the March 22, 2018 meeting. Chamberlain made a motion seconded by Wisdom to approve the minutes as presented. 5 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to the monthly financial reports. Decrease in lodging tax collected for the month of February was discussed. Wells advised members, part of the decrease in lodging tax collection could be a result of fewer construction projects going on in 2018 as in 2017 when several contractors were staying in Grove during construction projects including BOLT, Performing Arts Center, and Shangri-La. Keefer advised the widening of Highway 59 between Grove and Jay will bring contractors to town, but the construction schedule is not certain at this time. Wisdom made a motion seconded by Wells to approve the monthly Financial Report. 5 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to the 2018-2019 CTB Budget. Keefer advised members the proposed budget is \$158,000 which is a \$6,000 increase over the 2017-18 budget. Following are the key components of the budget Keefer discussed with the members:

- Revenue estimates are based primarily on history and are conservative projections;
- Cash Carryover will again be used as a revenue source;
- Cash Carryover budget is conservative and does not represent the entire amount of cash in the CTB fund, the balance of cash is there to ensure ample cash flow throughout the year, and can be used in the future if CTB is called upon to sponsor a large special event;
- Personnel services include wages and benefits for the CTB Executive Director.
 - The salary line item includes a potential raise and is based upon an average of twenty (20) hours a week;
 - FICA and retirement line items were increased to reflect pay raise;
 - Funds were also included with a monthly car and cell phone allowance;
- Contractual Services include funds for basic services such as telephone, postage and printing and the following:
 - Annual fee for the Tourism Center Agreement - \$5,000
 - Annual rent for the Chamber office space - \$2,400
 - Annual maintenance fee for the Kisok - \$800
 - Miscellaneous service such as photography/video services at events (RC Livesay) etc
- Staff is recommending phasing out the Grants and direct requests to Sponsorships, resulting in the Sponsorship line items increasing from 20017-18 budget. Items included in this line items include sponsorships for the:
 - Southern Drag Boat Association (SDBA)
 - Thunder on Wolf Creek

- Har-Ber Village
- Toes in the Grand
- Room nights for tournaments
- Commodities cover basic office and operating supplies
- Other Charges includes funds for
 - Marketing – Green Country Marketing, Sheldon Collings, Chamber and GLA magazines
 - Grants – line item reduced as part of the phase out of the grant program
 - Contingency – provide resources to assist with unanticipated expenditures
- General Capital – line item is to cover any equipment expenses

In addition, Keefer suggested the CTB Board consider including funds over and above the proposed budget to partially fund a feasibility study for an event center and conference hotel in an amount not to exceed \$25,000, the City would provide the balance of the funding for the study. Wells advised he was in favor of a feasibility study for an event center, but was not in favor of including the conference hotel in the study. After much discussion, Chamberlain made a motion seconded by Corbridge to include up to \$25,000 funding for a feasibility study for an event center and conference hotel in the 2018-2019 CTB budget. 4 AYE, 1 NAY – Wells. Motion carried. Wisdom made a motion seconded by Chamberlain to approve the 2018-2019 CTB budget as amended. 4 AYE, 1 NAY – Wells. Motion carried.

Corbridge opened the floor for discussion in respect to sponsoring room nights for the 2019 FLW Pro Series event. Keefer advised FLW has requested 192 room nights for this event, staff recommends CTB provide funding for up to 75 room nights. Chamberlain made a motion seconded by Wisdom to approve funding for up to 75 room nights for the 2019 FLW Pro Series event.

Staff Reports

Malone reported the kiosk will be delivered to Grove within the next few weeks with information and pictures pre-loaded. Prior to delivering the kiosk to the Tourist Center, he suggested scheduling a Special Meeting to provide staff and members a hands-on opportunity.

Malone advised members the Southern Drag Boat Association (SDBA) wants to make the Grove event the biggest event on the water. They will bring four (4) top fuel boats, six (6) top alcohol boats and a minimum of twenty (20) pro mod boats to their event July 7 and 8.

Malone reported the first Food Truck Friday will be held on May 5, and will be a promotional event to allow local businesses and entities to market their events scheduled for June – September.

Board Reports

Chamberlain provided members and staff with flyers showing the Har-Ber Village 50th Anniversary Decade Events and the Book and Film Discussion Series at Har-Ber Village Museum.

Adjourn

Wisdom made a motion seconded by Wells to adjourn. 5 AYE 0 NAY, Motion carried.

Meeting adjourned at 3:40 p.m.