

Convention & Tourism Committee - MINUTES  
March 9, 2020 at 5:30 p.m.  
El Dorado City Hall

**Attendees:**

Ross Viner  
Tiya Tonn  
Kelly North  
Deanna Bonn  
Courtney Taylor  
Matt Jacobs (via phone)  
Jean Plummer  
Matt Guthrie  
Tabitha Sharp  
Molly Denton

**Absent:**

Seth Turner

The meeting was called to order at 5:30 p.m. Minutes from November 19, 2019 were approved: Jean motions to approve, Deanna seconds the motion.

Staff announcement: Molly Denton will be leaving the City on March 20<sup>th</sup>. Her family is moving to Oklahoma for her husband's job. Tabitha Sharp will be taking on most of her responsibilities until someone is hired to replace the position.

The Convention & Tourism Committee is now a 7 person advisory board. We have a few new members including: Kelly North, Courtney Taylor and Matt Jacobs. Jean Plummer is now an ex-officio member. Welcome new members!

The latest transient guest tax report shows the final numbers for 2019. The end of the year earnings came in at \$176,466.02 compared to \$192,462.52 in 2018. Overall, 2019 was still above average compared to the last 6 years. A separate report was given to the committee to review. The City Commission did approve an increase to the transient guest tax, from 5% to 8%. They still need to officially vote on the ordinance and then it will be turned into the state. We'll most likely see this rate take effect by the 4Q and see the funds from it in the 1Q of 2021. This money will help with the new rebranding and future CVB grant program.

The City sent out several Request for Qualifications seeking firms to help us in a rebranding initiative. We received four of those RFQ's back and have set up interviews for three of them. The companies being interviewed will be; Armstrong Chamberlin, New Boston Creative and Bajillion Agency. It was decided to not interview Candid. They recently did a rebranding effort with El Dorado Inc. and the City staff already felt familiar with their staff and work. All CTC members are invited to attend these interviews. The City Manager, David Dillner; City Clerk, Tabitha Sharp; Commissioner Guthrie and Molly Denton will be attending the interviews as well. Interviews will take place in the City Commission Room at City Hall.

**Interviews:**

Tuesday, March 17 at 9:00 a.m. - Armstrong Chamberlin  
Tuesday, March 17, at 1:00 p.m. - New Boston Creative  
Wednesday, March 18 at 10:00 a.m. - Bajillion Agency

Other goals for this group in 2020:

- CVB Grant Program
  - Three categories: Marketing, Event & Attraction, Sports Tournament.
  - A draft of this program and application has been completed. This may not be able to be finalized until the new transient guest tax money is available for use.
- Lake Promotion
  - The City Commission tasked the CVB to help promote the Lake and its amenities more. A logo was developed with the tag line, “Your Outdoor Destination”. Members of this committee were concerned and slightly confused by this effort and felt the logo did not express “lake promotion”. City staff appreciated the feedback and will also talk to the new rebranding company (during interviews) about how this lake promotion can be incorporated into the new brand.



- 150<sup>th</sup> Celebration (September 12, 2021). A separate committee will be formed for these efforts soon.

Drums Across Kansas also announced they will return to BG Stadium on Monday, July 13, 2020.

The remaining schedule for 2020 will be as follows. All meeting locations will be at City Hall.

April 21st at 5:30 p.m.  
June 16th at 5:30 p.m.  
August 18th at 5:30 p.m.  
October 20th at 5:30 p.m.  
December 15th at 5:30 p.m.

Meeting adjourned 6:45 p.m.

Minutes submitted by Molly Denton