



Grinnell Hotel and Motel Tax Committee
Tentative Agenda
Tuesday, January 26, 2016
12:00 p.m.
2nd floor – Council Chambers

Roll Call:

Cirks ___ Lang ___ Nowasell ___ Smith ___ Spriggs ___ White ___ Wright ___

1. Call Meeting to Order
2. Approve Agenda
3. Approve meeting minutes for December 22, 2015.
4. Consider bills for February 1, 2016 council meeting.
 - a. Grinnell Chamber of Commerce - Quarterly fee \$5,500.
5. Receipt of monthly reports
 - a. Monthly Budget Report and FY 17 Budget
 - b. CVB Monthly report
6. Updates on the following projects:
 - a. Central Park Improvement Project.
 - b. Boutique Hotel and Event Center
 - c. Sports Authority.
7. Inquiries
8. Adjournment

Grinnell Hotel and Motel Tax Committee
Minutes
Tuesday, December 22, 2015

PRESENT: Cirks, Lang, Smith, and Wright. Absent: Nowasell, Spriggs and White.

Also present were Emily Counts, Russ Behrens, and Ann Wingerter.

1. Chair Wright called the meeting to order at 12:03 p.m.
2. Lang made the motion, second by Cirks to approve the agenda as presented. AYES: All. Motion carried.
3. Lang made the motion, second by Smith to approve meeting minutes for November 24, 2015. AYES: All. Motion carried.
4. The committee reviewed the Monthly Budget Report. No action was necessary.
5. Emily Counts provided the CVB Monthly report which included an outline of their marketing plan for next year. The outline included an overview, a breakdown on a calendar basis, and a breakdown on a dollar basis.

In addition to the items listed, Wright suggested adding a winter “get moving” item.

6. The committee discussed the preliminary FY 17 budget. Increases were to Part Time Salaries and the ITM Museum. No money is being proposed for signs.

It was questioned why there is still money being budgeted for the ITM. Russ Behrens stated that the amount budgeted is to allow payment towards purchasing the building or paying the Iowa DOT grant.

Lang asked about budgeting for the replacement of the Christmas decorations and banners. It was suggested that the light poles, which will be replaced along West St from 4th Avenue to 6th Avenue, be wired to allow for decorations. The Central Business District reconstruction should be complete in two years and it was suggested that it would be a good time for new decorations.

The Hotel/Event Center hotel/motel tax revenue was not included in the budget as the hotel/motel tax generated will flow directly back to the hotel/event center project.

7. Inquiries:
 - Hwy 146 Entrance Signs – the DOT is currently doing a study, with the new traffic signals functional, to determine if they need to be moved. The lettering will be changed to larger letters
 - Signs for the J B Grinnell gravesite are in place.
 - The Grinnell Mutual Reinsurance Event Center is being used extensively. This brings in additional hotel/motel tax from participants spending the night.
8. The meeting was adjourned at 12:49 p.m.

Respectfully submitted by
Ann Wingerter, Acting Secretary for the Committee

Grinnell Area Chamber of Commerce



PO Box 538
Grinnell, IA 50112-0538
641-236-6555
www.getintogrinnell.com

Invoice

Date	Invoice #
1/1/2016	6370

City of Grinnell
Russ Behrens
927 4th Avenue
Grinnell, IA 50112

		Due Date	1/1/2016
Description		Amount	
2015-16 Tourism Services - Quarterly Payment		5,500.00	

Total \$5,500.00

Please contact Grinnell Area Chamber of Commerce at 641-236-6555 or email rachael@getintogrinnell.com with inquiries. Thank you.



**Tourism YTD Budget Report
January 26, 2016**

		2014-2015 ACTUAL	2015-2016 BUDGET	YTD ACTUAL	Proposed Bills list 02/01/16	2015-2016 REMAINING BUDGET
Beginning Balance		\$ 146,108	\$ 196,406	\$ 196,406		-
Revenues:						
145-3.550.2.4780	Other Miscellaneous Revenue	\$ 2,542	\$ 500	\$ -		\$ -
145-3.550.4.4085	Hotel/Motel Tax	304,410	300,000	197,789		-
145-3.550.4.4300	Interest Earned	979	800	561		-
145-3.910.4.4790	H&M - Trans In (Interna	-	-	-		-
Total Revenues		\$ 307,931	\$ 301,300	\$ 198,350		\$ -
Expenditures:						
145-4.550.1.6020	Part Time Salaries	8,001	14,700	8,750	-	5,950
145-4.550.1.6210	Dues, Memberships	-	2,000	1,076	-	924
145-4.550.2.6413	Pymts to Agencies	5,000	-	-	-	-
145-4.550.2.6414	Music in the Park	3,000	-	-	-	-
145-4.550.2.6421	Consultation & Prof Fees	-	-	-	-	-
145-4.550.2.6508	Postage and Shipp	-	50	-	-	50
145-4.550.2.6513	Misc Supp & Mater	4,960	5,500	4,105	-	1,395
145-4.550.2.6525	GAAC - Projects	12,000	15,000	4,672	-	10,328
145-4.550.2.6526	Project Development/other exp	35,000	35,000	343	-	34,657
145-4.550.2.6527	Fees for Service	16,372	25,000	11,680	5,500	7,820
145-4.550.2.6528	Mini-Grant Awards	800	5,000	2,000	-	3,000
145-4.550.2.6529	Fireworks	10,000	10,000	-	-	10,000
Total Expenditures		\$ 95,133	\$ 112,250	\$ 32,626	\$ 5,500	\$ 74,124
145-4.910.5.6911	TRANSFERS	\$ -	\$ -	\$ -		
	313 ITM Museum	30,000	20,000	20,000	-	-
	372 Bike Trail Project	27,523	-	-	-	-
	180-146 Matching Funds/Signs	42,477	-	-	-	-
	Sports Authority	25,000	25,000	25,000	-	-
	Central Park/Gr Pls/4th Ave	-	105,000	105,000	-	-
	001 General Fund	37,500	37,500	37,500	-	-
Total Transfers		\$ 162,500	\$ 187,500	\$ 187,500	\$ -	\$ -
Total Expenditures and Transfers Out		\$ 257,633	\$ 299,750	\$ 220,126	\$ 5,500	\$ 74,124
Ending Balance		\$ 196,406	\$ 197,956	\$ 174,630		

Hotel and Motel Committee Budget FY 17

		2014-2015 ACTUAL	2015-2016 BUDGET	2016-2017 BUDGET
Beginning Balance		\$ 146,108	\$ 196,406	\$ 197,956
Revenues:				
145-3.550.2.4780	Other Miscellaneous Revenue	\$ 2,542	\$ 500	\$ 500
145-3.550.4.4085	Hotel/Motel Tax	304,410	300,000	300,000
145-3.550.4.4300	Interest Earned	979	800	800
145-3.910.4.4790	H&M - Trans In (Interna	-	-	-
Total Revenues		\$ 307,931	\$ 301,300	\$ 301,300
Expenditures:				
145-4.550.1.6020	Part Time Salaries	8,001	14,700	19,500
145-4-500.1.6210	Dues, Memberships	0	2,000	2,000
145-4.550.2.6413	Payments to Agencies	5,000	-	-
145-4.550.2.6414	Music in the Park	3,000	-	-
145-4.550.2.6508	Postage and Shipp	-	50	50
145-4.550.2.6513	Misc Supp & Mater	4,960	5,500	5,500
145-4.550.2.6525	GAAC - Projects	12,000	15,000	15,000
145-4.550.2.6526	Project Development/other exp	35,000	25,000	25,000
145-4.550.2.6527	Fees for Service	16,372	35,000	35,000
145-4.550.2.6528	Mini-Grant Awards	800	5,000	5,000
145-4.550.2.6529	Fireworks	10,000	10,000	10,000
Total Expenditures		\$ 95,133	\$ 112,250	\$ 117,050
145-4.550.5.6911	TRANSFERS	\$ -	\$ -	\$ -
	313 ITM Museum	30,000	20,000	100,000
	498 - Parks and Recreation	-	-	-
	372 - Bike Trail Project	27,523	-	-
	146 Matching Funds/Signs	42,477	25,000	-
	Central Park/Gr Pls/4th Ave	-	105,000	105,000
	Sports Authority	25,000	-	25,000
	001 General Fund	37,500	37,500	37,500
Total Transfers		\$ 162,500	\$ 187,500	\$ 267,500
Total Expenditures and Transfers Out		\$ 257,633	\$ 299,750	\$ 384,550
Ending Balance		\$ 196,406	\$ 197,956	\$ 114,706

Digital

GOOGLE NETWORK – MOBILE DISPLAY ADS

Google's vast network of associate websites allows advertisers to efficiently target potential customers. These ads will run on mobile devices only.

Impressions: 167,000 estimated (IA, IL, MN, MO, NE, WI, SD)

Advertising Opportunity:

- Ads run April 1 – May 31, 2016
- Partners' Travel Iowa branded banner ads run on a variety of websites containing relevant content to travel, outdoors, culture and culinary.
- Ads will link to the partner's website if that site is responsive.
- Ads will link to the partner's updated page on traveliowa.com if the partner's site is not responsive.

Partner Cost:
\$300

KSHB.COM (KANSAS CITY NBC)

KSHB.com is Kansas City's source for the latest breaking local news, sports, weather, business, jobs, real estate, shopping, health travel, entertainment, and more.

Impressions: 500,000

Advertising Opportunity:

- Ads run May 1 – June 30, 2016
- Readers will rollover the interactive ad that opens into a map of Iowa with the partner destinations highlighted.
- Readers can click to any of the partners' websites.

Partner Cost:
\$400

MADDEN MEDIA

Madden Media is a Google AdWords Qualified Company with a team of search marketers who have been trained and tested to be certified Google Advertising Professionals. They offer ongoing optimization of your ad copy and landing pages, understandable results metrics, and eliminates competition for keywords.

Advertising Opportunity:

- Ads run any time from July 1, 2015 – June 30, 2016. Four month minimum purchase.
- Purchase Google AdWords at .64 cents per click.
- Must add the Travel Iowa logo and link to your landing page.

Partner Cost:

Bronze
391 clicks per month, \$250 per month
Silver
781 clicks per month, \$500 per month
Gold
1,172 clicks per month, \$750 per month
Platinum
1,563 clicks per month,
\$1,000 per month

MINNEAPOLIS STAR TRIBUNE (STARTRIBUNE.COM)

StarTribune.com is the #1 website in Minnesota—reaching 7 million unique visitors monthly.

Impressions: 300,000

Advertising Opportunity:

- Ads run March 1 – April 30, 2016
- Upon rollover, the ad expands to a unit that shoves the home pages aside and occupies the entire space.
- Readers can click to any of the partners' websites.

Partner Cost:
\$600



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