



Grinnell Hotel and Motel Tax Committee  
Tentative Agenda  
Tuesday, May 24, 2016  
12:00 p.m.  
2<sup>nd</sup> 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 April 26, 2016
4. Review Monthly Budget Report
5. Consider bills for June 6, 2016 council meeting  
  
Grinnell, city of    transfer to ITM            \$30,000
6. Monthly CVB Report
7. Update on Spaulding Center for Transportation a/k/a ITM and the Boutique Hotel and Event Center.
8. Terms expiring June 30, 2016 – Paul Nowasell and Dorothy Spriggs.
9. Inquiries -
10. Adjournment



Grinnell Hotel and Motel Tax Committee  
Minutes  
Tuesday, April 26, 2016

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

Also present were Mayor Canfield, Russ Behrens, Rachael Kinnick, Emily Counts, Kelly Guilbeau and Kay Cmelik.

1. Chair Wright called the meeting to order at 12:03 p.m.
2. White made the motion, second by Cirks to approve agenda. AYES: All. Motion carried.
3. There were no meeting minutes to be approved.
4. The committee reviewed the monthly and quarterly reports as follows:
  - a. Monthly Budget Report
  - b. CVB Monthly report
  - c. Quarterly Report

Emily Counts provided an update on the Convention and Visitors Bureau activities for the past month along with the last quarter. She also discussed upcoming events and bus tours. A copy of the 2015-2020 Iowa Tourism Industry Sector Plan was provided to the group as well.

5. Lang made the motion, second by White to approve Grinnell Convention and Visitors Bureau Plan of Work Agreement for FY17 to be performed by the Grinnell Chamber of Commerce. AYES: All. Motion carried.
6. Cirks made the motion, second by Lang to recommend to the council approval of J&M Displays Fireworks agreement for FY 2016. AYES: All. Motion carried.
7. Kelly Guilbeau provided the GAAC Quarterly report along with their request for funding in the amount of \$5,155.00.
8. White made the motion, second by Lang to approve bills for May 2, 2016 council meeting as follows:

1. J&M Displays, Invoice	\$10,000.00
2. Chamber of Commerce, Invoice	5,500.00
3. Grinnell Area Arts Council, Invoice	5,155.00
4. Pioneer Communications Inc., The Iowan	800.00

AYES: All. Motion carried.

9. City Manager Behrens provided an update on the Sports Authority. They have provided funding to 40 different sporting events in Poweshiek County. They are still accepting applications. If anyone knows of an event in need of funding, they are encouraged to send them to Kelly Johnson Rose. Overall the Sports Authority has had a very successful year.
10. There were no inquiries.
11. The meeting was adjourned at 12:40 p.m.

Respectfully submitted by  
P. Kay Cmelik, Secretary for the Committee



**Tourism YTD Budget Report  
May 24, 2016**

		2014-2015 ACTUAL	2015-2016 BUDGET	YTD ACTUAL	Proposed Bills list 05/02/16	2015-2016 REMAINING BUDGET
<b>Beginning Balance</b>		\$ 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	271,307		-
145-3.550.4.4300	Interest Earned	979	934	934		-
145-3.910.4.4790	H&M - Trans In (Interna	-	-	-		-
<b>Total Revenues</b>		\$ 307,931	\$ 301,434	\$ 272,241		\$ -
Expenditures:						
145-4.550.1.6020	Part Time Salaries	8,001	18,625	12,484	-	6,141
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	9,827	-	5,173
145-4.550.2.6526	Project Development/other exp	35,000	25,000	343	-	24,657
145-4.550.2.6527	Fees for Service	16,372	35,000	23,816	-	11,184
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	-	-
<b>Total Expenditures</b>		\$ 95,133	\$ 116,175	\$ 63,651	\$ -	\$ 52,524
145-4.910.5.6911	TRANSFERS	\$ -	\$ -	\$ -		
	313 ITM Museum	30,000	50,000	20,000	30,000	-
	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	-	-
<b>Total Transfers</b>		\$ 162,500	\$ 217,500	\$ 187,500	\$ 30,000	\$ -
<b>Total Expenditures and Transfers Out</b>		\$ 257,633	\$ 333,675	\$ 251,151	\$ 30,000	\$ 52,524
<b>Ending Balance</b>		\$ 196,406	\$ 164,165	\$ 217,496		

# Destination Marketing & Visitor Services - Monthly Report -

Grinnell Area Chamber of Commerce

Report Period: April 21 – May 15

## SOCIAL MEDIA

*Objective: Increase social channel followers and engagement. Connect users to GetIntoGrinnell.com or other partner's websites. Connect with visitors from planning through their actual visit, offering them inspiration and information.*

- Planning paid Facebook campaigns for the summer. Identified goals and ways to measure the performance of these campaigns, which was important to do before starting them.
- Designing tourism themed banner ads that can be included in our weekly email newsletter.
- Received the 'Publication of the Year' award at the Mid-America Chamber Executives conference for our weekly email newsletter.

## DIGITAL

*Objective: Position GetIntoGrinnell.com as the go-to source of information and inspiration about Grinnell. Increase traffic to GetIntoGrinnell.com.*

- Set up the URL grinnellfarmersmarket.com that leads to the Farmers Market landing page. We've added in the vendor layout and event information to this page.
- Worked with Madden Media to develop a search engine marketing (SEM) plan for this summer. Google ads will drive traffic to learn more about Grinnell on getintogrinnell.com. Madden Media will be monitoring our keywords and making adjustments throughout the campaign.
- Collaborating with Imagine Grinnell to create running and biking routes/itineraries that can be featured on the website and designed in map form. Plan to showcase some of the points of interest along the routes.

## PUBLIC RELATIONS

*Objective: Raise top-of-mind awareness of Grinnell in the state of Iowa. Build relationships and communicate regularly with Iowa media and tourism industry.*

- Hosted a travel writer from San Antonio, Texas, for a tour of Merchants National Bank. The writer is a freelancer for the San Antonio Express-News, AAA and Houston Chronicle.
- We still have a good stock of visitor guides available, so will be working to distribute more copies of them throughout the community this summer.
- Have been corresponding with the Grinnell College alum who is filming a film in Grinnell this July. There is an informational meeting for extras on Saturday, May 21. She is also seeking a couple local homes to film scenes in.

## PAID MEDIA

*Objective: Raise awareness about Grinnell as destination in the state of Iowa. Focus on target markets through niche advertising, centered on our three tourism strategies. Develop cooperative marketing opportunities for local businesses/attractions to increase their reach and reduce overall marketing expenses while creating a unified, intentional message and brand promise.*

- Our arts and entertainment ad ran in the May/June issue of *The Iowan* magazine.
- Wrapping up the design of the July/August ad for *The Iowan*, which will highlight dining in Grinnell. Six restaurants are participating in the co-op style ad. The layout of the ad will match our previous one, which will help create some consistency from month to month.

## VISITOR CENTER

*Objective: Operate a physical downtown visitor center that serves as the official first point of contact, or "front door," to the community. Assist visitors and ensure they have a good experience in Grinnell. Answer requests for visitor information.*

- Hosting a bus tour of Questers of 46 visitors on Friday, May 20. Will be touring the Merchants National Bank, Faulconer Gallery, Ricker House, Campus and the depot. Will also be doing a downtown history walking tour for the group.
- Coordinating with tour planners looking to bring their groups to Grinnell this summer.
- Coordinated weekend docent schedule at the Visitor Center.

## COMMUNITY EVENTS

*Objective: Add to the vitality of the community by hosting public events. These events add activity and entertainment, and draw attendees from the surrounding area. Use events as a reason to communicate with media.*

- The Grinnell Farmers Market kicked off May 12 with a great turnout of vendors and customers. We hope to continue to build the event this year.
- Organizing three Friday Fests for this summer. Collaborating with the All-Class Reunion on a downtown block party in conjunction with the July Friday Fest for Saturday, July 2.
- Accepting nominations for the grand marshal along with parade entries for the Grinnell on the Fourth parade on July 4.
- Working with the WHO Tractor Ride organizers on their event plans for June.
- Grinnell Games registrations are picking up as we get closer to the event on June 11-12. Marketing the event statewide, heavily targeting the Grinnell area and the Des Moines area. The full schedule is posted on [www.grinnellgames.com](http://www.grinnellgames.com).
- Partnering with Tiger Attack softball on back office support and logistics for their May 21 tournament.

## OTHER PROJECTS

- Attended the Iowa Power of Travel Day in Ames on April 22. The keynote speaker was Doug Lansky, who will be speaking about what smart destinations are doing right and how to work with travel writers. Lansky is a tourism author, columnist and speaker.
- Emily has been invited to serve on the Central Iowa Tourism Region's board of directors.