



Grinnell Hotel and Motel Tax Committee
Tentative Agenda
Tuesday, August 23, 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 July 26, 2016.
4. Review FY 17 Monthly Budget Report
5. Consider bills for September 6, 2016 council meeting
6. Monthly CVB Report
7. Inquiries
8. Adjournment

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

PRESENT: Cirks, Nowasell, Spriggs, White and Wright. Absent: Lang and Smith. Also present were Mayor Canfield, Bruce Blankenfeld, Emily Counts, Rachael Kinnick, Russ Behrens and Kay Cmelik.

1. Chair Wright called the meeting to order at 12:02 p.m.
2. White made the motion, second by Cirks to approve the agenda. AYES: All. Motion carried.
3. Spriggs made the motion, second by Cirks to approve meeting minutes for June 28, 2016. AYES: All. Motion carried.
4. The committee reviewed FY 17 Monthly Budget Report. No action was necessary.
5. Spriggs made the motion, second by White to approve bills for August 1, 2016 council meeting
 - Grinnell Area Arts Council – Services \$5,171.00 Paid July 5, 2016.
 - Grinnell Chamber of Commerce – Qtrly pymt 6,000.00
 - The Iowan Magazine Bill – Tourism portion 800.00AYES: All. Motion carried.
6. Bruce Blankenfeld spoke on behalf of the Rotary regarding their mini-grant application.

Nowasell made the motion, second by Cirks to approve the mini-grant application from Grinnell Rotary Club – Kites over Grinnell in the amount of \$1,000.00. AYES: All. Motion carried.
7. Emily Counts provided the Monthly CVB report. She stated we have received notification that the Sports Authority grant was awarded to Grinnell again. She is still finalizing their tabulation on the Grinnell Games but overall she felt it was a success even with the College's Summerfest and the very hot weather.
 - Cirks made the motion, second by White to approve Iowa Travel Marketplace Registration in the amount of \$295.00. AYES: All. Motion carried.
 - White made the motion, second by Nowasell to approve advertising in the Iowa Magazine at a maximum \$2,000.00. AYES: All. Motion carried.
8. Inquiries: None.
9. The meeting was adjourned at 12:55 p.m.

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



**Tourism YTD Budget Report
August 23, 2016**

	2015-2016 ACTUAL	2016-2017 BUDGET	YTD ACTUAL	Proposed Bills list 09/06/16	2016-2017 REMAINING BUDGET
Beginning Balance	\$ 196,406	\$ 244,499	\$ 244,499		-
Revenues:					
145-3.550.2.4780 Other Miscellaneous Revenue	\$ 950	\$ 500	\$ -		\$ -
145-3.550.4.4085 Hotel/Motel Tax	332,305	306,000	-		-
145-3.550.4.4300 Interest Earned	1,147	800	69		-
145-3.910.4.4790 H&M - Trans In (Interna	-	-	-		-
Total Revenues	\$ 334,403	\$ 307,300	\$ 69		\$ -
Expenditures:					
145-4.550.1.6020 Part Time Salaries	17,392	20,500	2,865	-	17,635
145-4.550.1.6210 Dues, Memberships	1,076	2,000	-	-	2,000
145-4.550.2.6413 Pymts to Agencies	-	-	-	-	-
145-4.550.2.6414 Music in the Park	-	-	-	-	-
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	4,105	5,500	-	-	5,500
145-4.550.2.6525 GAAC - Projects	9,827	15,000	5,171	-	9,829
145-4.550.2.6526 Project Development/other exp	593	25,000	1,050	-	23,950
145-4.550.2.6527 Fees for Service	23,816	35,000	6,631	-	28,369
145-4.550.2.6528 Mini-Grant Awards	2,000	5,000	-	-	5,000
145-4.550.2.6529 Fireworks	10,000	10,000	-	-	10,000
Total Expenditures	\$ 68,810	\$ 118,050	\$ 15,717	\$ -	\$ 102,333
145-4.910.5.6911 TRANSFERS	\$ -	\$ -	\$ -		
ITM Conversion	50,000	100,000	100,000	-	-
Sports Authority	25,000	25,000			25,000
Central Park Project	105,000	105,000	25,000		80,000
General Fund	37,500	37,500	-	-	37,500
Total Transfers	\$ 217,500	\$ 267,500	\$ 125,000	\$ -	\$ 142,500
Total Expenditures and Transfers Out	\$ 286,310	\$ 385,550	\$ 140,717	\$ -	\$ 244,833
Ending Balance	\$ 244,499	\$ 166,249	\$ 103,851		

Destination Marketing & Visitor Services - Monthly Report -

Grinnell Area Chamber of Commerce

Report Period: July 22 – August 18

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.

- Continue to run social promotions and engage with travelers on social media. Here's one of our recent Facebook posts, promoting our new list of family-friendly summer activities:

Post Details

Reported stats may be delayed from what appears on posts

Grinnell Area Chamber of Commerce
Published by Emily Counts [?] · August 11 at 5:06pm ·

There are only a couple weeks left of summer vacation, and chances are you have a lot left to squeeze in. Here are some ideas of things to do with the family before school starts up again! What did we forget to include in our list?

11 Ideas For Your Last Blast of Summer
There are only a couple weeks left of summer vacation, and chances are you have a lot left to squeeze in. Here are some ideas of things to do with the family before school starts up again!
GRINNELLCHAMBER.ORG | BY GLOBAL REACH INTERNET PRODUCTIONS, LLC - ...

Get More Likes, Comments and Shares
Boost this post for \$9 to reach up to 1,700 people.

1,390 people reached **Boost Post**

Linda Hotchkin, Beth Burch and 14 others

Like Comment Share

1,390 People Reached		
19 Reactions, Comments & Shares		
16 Like	14 On Post	2 On Shares
2 Love	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	0 On Post	1 On Shares
93 Post Clicks		
0 Photo Views	81 Link Clicks	12 Other Clicks
NEGATIVE FEEDBACK		
1 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

DIGITAL

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

- Our Google adword campaign with Madden Media will continue through August 31. July's top ten performing Google Adwords were:
 1. grinnell iowa
 2. rock creek campground
 3. things to do Grinnell iowa
 4. grinnell ia
 5. iowa festivals
 6. grinnell iowa restaurants

- 7. rock creek state park
- 8. grinnell iowa shopping
- 9. grinnell iowa
- 10. iowa concerts
- Added a [family-friendly summer activities list](#) to tourism section of website. Will add to it and promote further next summer.

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.

- Served as a resource for the *Saints Rest* film in various capacities including recruiting extras, securing locations, arranging meet and greets, organizing meals, etc. The film is expected to be complete next year, and we will work with the producers to arrange a private showing of it in Grinnell in 2017.
- Updated listings for Grinnell attractions and businesses on [traveliowa.com](#). Updated listings will be in the new Iowa Travel Guide.
- Updated Grinnell information in Central Iowa Tourism Guide that is being reprinted this fall.
- Submitted several suggestions to [Roadsideamerica.com](#), hopefully this will result in an increased Grinnell presence on their website.
- Researching solution/cost of new pop-up banners to be used at trade shows and visitor events in Grinnell.
- Writing several nominations for the annual Iowa Tourism Awards.

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.

- Coordinating Grinnell presence in *ia Magazine*. Nine businesses are participating in spread.
- Working with Imagine Grinnell to produce a printed trail map that includes general visitor information.

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.

- Hosted Treasure Tours bus tour on July 27 for 18 people. We visited the Jewel Box Bank, Mayflower gardens, Methodist Church, Historical Museum, Relish and Candyland Station.
- Have gotten inquiries from four other potential bus tours in August. One has confirmed a September visit.
- Managed weekend docent schedule.

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.

- Hosted our final Friday Fest block party in August. Attendance was low and we are looking for ways to improve the event for next year.
- Working with Grinnell College on various community components of New Student Orientation (NSO).
- The Farmers Market was certified to accept SNAP benefits market-wide, one of the few in the state to be approved. We are preparing to roll out the program at the end of August.