



Grinnell Hotel and Motel Tax Committee
Tentative Agenda
Tuesday, October 25, 2016
12:00 p.m.
Caulkins Room of the Drake Community Library

Roll Call:

Cirks __ Lang __ Nowasell __ Smith ____ Spriggs ____ White __ Wright __

1. Call Meeting to Order
2. Approve Agenda
3. Approve meeting minutes for August 23, 2016.
4. Review FY 17 Monthly Budget Report
5. Consider bills for November 7, 2016 council meeting
6. Monthly CVB Report
7. Invitation to participate in Art – Walter Hood Focus Group, October 27 & 28.
8. Inquiries
9. Adjournment



Grinnell Hotel and Motel Tax Committee
MINUTES
Tuesday, August 23, 2016

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

Also present: Mayor Canfield, Emily Counts, Rachael Kinnick, Angela Harrington, Russ Behrens and Kay Cmelik.

1. Vice Chair Lang called the meeting to order at 12:05 p.m.
2. White made the motion, second by Smith to approve the agenda. AYES: All. Motion carried.
3. White made the motion, second by Spriggs to approve the meeting minutes for July 26, 2016. AYES: All. Motion carried.
4. The committee reviewed FY 17 Monthly Budget Report. Cmelik noted that the next distribution should be deposited soon. She will send out the amount once it is received.
5. There were no bills. Transfers will be done according to budget as funds are available.
6. Emily Counts presented the monthly CVB Report. She noted they have been very busy with the new student orientation at Grinnell College. At the reception held over the weekend Emily received several compliments on the Grinnell community from the parents of students.

Emily stated that the Farmers Market continues to grow. She informed the group that Rachael Kinnick has been working to establish a Supplemental Nutrition Assistance Program (SNAP) through the USDA after a vendor had requested it. SNAP allows several benefits and resources which includes the ability to accept credit/debit cards. Rachael was able to get the college to sponsor the program.

Emily also gave the statistics for the Grinnell Games. She stated their numbers had dropped the last few years but they did see a 15% gain from 2015 to 2016. They had 120 volunteers with participants from 12 states and 77 different cities. Online registrations will be available this fall rather than waiting until the spring of 2017. If anyone has ideas for new events, please let Emily or Rachael know.

Award Nominations for the Iowa Tourism Conference are now available. Emily is reviewing possible award nominees or nominations for Grinnell's events, organizations or individuals.

7. Inquiries: Angela Harrington updated the group on the repurposing of the Grinnell Community Center into a Boutique Hotel and Event Center. The management and ownership will be Angela Harrington 25% and Steve Holtze 75% of the hotel. Steve Holtze

is a Grinnell College and College Board of Trustee as well as the chairman and majority owner of the Magnolia Hotel Co, a hotel development and management company with properties in historic buildings in downtown Denver, Dallas, Houston, and Omaha. There will be 45 hotel rooms, a ballroom with 350 seated capacity ballroom, 500 capacity with band and a 500 seat auditorium. Schultz and Co is scheduled to perform at the first event. They will be hiring two people shortly after the closing on the Community Center.

Everyone is very excited about the new venture. The council will hold a public hearing on September 6 for the sale of the building.

8. The meeting was declared adjourned at 12:40 p.m.

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



**Tourism YTD Budget Report
October 25, 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	95,828		-
145-3.550.4.4300 Interest Earned	1,147	800	210		-
145-3.910.4.4790 H&M - Trans In (Interna	-	-	-		-
Total Revenues	\$ 334,403	\$ 307,300	\$ 96,038		\$ -
Expenditures:					
145-4.550.1.6020 Part Time Salaries	17,392	20,500	6,424	-	14,076
145-4.550.1.6210 Dues, Memberships	1,076	2,000	-	-	2,000
145-4.550.2.6413 Pymts to Agencies	-	-	66	-	(66)
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	1,550	2,000	21,450
145-4.550.2.6527 Fees for Service	23,816	35,000	12,631	-	22,369
145-4.550.2.6528 Mini-Grant Awards	2,000	5,000	1,000	-	4,000
145-4.550.2.6529 Fireworks	10,000	10,000	-	-	10,000
Total Expenditures	\$ 68,810	\$ 118,050	\$ 26,842	\$ 2,000	\$ 89,208
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	\$ 151,842	\$ 2,000	\$ 231,708
Ending Balance	\$ 244,499	\$ 166,249	\$ 188,695		



Business Publications Corp. Inc.
100 4th Street
Des Moines, IA 50309

Invoice # 44136
Invoice Date 09/27/2016
Customer City of Grinnell / Grinnell Chamber, ID: 10154
Payment Terms Net 30
Due Date 10/27/2016
Customer PO #

BILLING ADDRESS

Emily Counts
City of Grinnell / Grinnell Chamber
PO Box 538
Grinnell, IA 50112

ADVERTISER

City of Grinnell / Grinnell Chamber, ID: 10154
927 Fourth Ave.
Grinnell, IA 50112

INSERTION ORDER/AD ID	MEDIA	EDITION	BRAND	ISSUE DATE	PAGE	AD SIZE	QTY	RATE	TOTAL
31297-54401	IA Magazine	Primary		09/15/16		2 Page Spread	1	\$2,000.00	\$2,000.00
31298-54402	IA Magazine	Primary		09/15/16		1/8 Page	1	\$375.00	\$375.00

Message:

Thank you for advertising with us! Please do not hesitate to contact us with questions or concerns.

Subtotal	\$2,375.00
Tax	\$0.00
Payments & Credits	\$0.00
BALANCE DUE	\$2,375.00

REMITTANCE STUB TO BUSINESS PUBLICATIONS CORP. INC.

Invoice #	44136 IA Magazine	Date	09/27/2016	Customer ID	ID: 10154, City of Grinnell / Grinnell Chamber
Amount Enclosed:					

Make Checks Payable to: Business Publications Corp. Inc.

Business Publications Corp. Inc.
100 4th Street
Des Moines, IA 50309

PHONE (515) 288-3338
FAX (515) 288-9850

Credit Card Information

Master Card _____ Visa _____ American Express _____ Name on card: _____

Credit Card Number: _____ Exp. Date: _____ Security Code: _____

Card Holder Signature: _____ Amount to charge: _____

Destination Marketing & Visitor Services - Monthly Report -

Grinnell Area Chamber of Commerce

Report Period: September 16 - October 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.

- Continue to run social promotions and engage with travelers on social media.

DIGITAL

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

- We completed our contract with Madden Media to manage Google AdWords from May through August. The campaign gave us a boost in pageviews this summer. The results show the most popular searches landing on our website, which will help us create additional content related to those searches. It is encouraging to see that we are getting traffic from the search terms “iowa tourism” and “iowa event calendar.” The top ten keywords were:
 1. Grinnell iowa
 2. Rock creek campground
 3. Things to do Grinnell iowa
 4. Grinnell ia
 5. Rivers in iowa
 6. Iowa tourism
 7. Grinnell iowa maps
 8. Iowa event calendar
 9. Stores in Grinnell iowa
 10. Grinnell iowa restaurants

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.

- Attending the Iowa Tourism Conference in October.
- Nominated several local businesses and projects for Iowa Tourism Awards. Recipients will be announced at the Iowa Tourism Conference on October 20th.
- The Iowa Tourism Office referred a travel writer for Redbook Magazine to us. We provided her with photos and information related to our ladies' day out itinerary.
- Prepared printed materials for our booth at the Travel Iowa Marketplace, a tradeshow for tour planners that takes place in early November.
- Researching solution/cost of new pop-up banners to be used at trade shows and visitor events in Grinnell.
- Continue to give weekly community update on KCOB radio.

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.

- We received an Iowa tourism grant to fund the promotion of holiday activities in Grinnell this November/December. We are working to compile a comprehensive schedule of holiday activities, which will kick off with Jingle Bell Holiday. Some paid digital advertising will be used to promote these events to travelers leading up to Christmas.

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.

- Bus tours have wound down now for the year. Tour planners typically begin contacting us in late fall and through the winter to coordinate tours for the following summer.
- Working to ensure hotels and other public venues are stocked with copies of our visitor guide.
- Continue to manage 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.

- Coordinating plans for Jingle Bell Holiday, which is November 18 this year. The event will feature activities at businesses, Santa photos, carriage rides and a winter farmers market.
- Beginning to set the event schedule for Grinnell Games.

Hood Design Lunch & Learn (Overview of the Project and the Firm)

Noon-1pm at the Quad Dining Hall – Pizza buffet will be served

6-7pm at the Community Room in Drake Library – Coffee & Cookies will be served

Thanks,
Sarah

RE: New Focus Group Times

Due to a change in the travel schedule for Hood Design, we need to adjust the times of both walking groups. As before, you may choose to participate in both Walking Focus Groups, or whichever one best suits your time and interest. Please note, lunch will no longer be provided.

- **When/Where:**
 - Thursday Walking Focus Group:
 - **Thursday, October 27, 12:30-2:30pm**
 - Departing from the public art site (corner of Highways 6/146)
 - Ending with a focus group discussion in the Grinnell College JRC101
 - Please park in the former McNally's parking lot south of Lincoln Savings Bank.
 - Friday Walking Focus Group
 - **Friday, October 28, 1:30-3:30pm**
 - Departing from the fireside lounge in JRC (1115 8th Ave)
 - Ending with a focus group discussion at the public art site (corner of Highways 6/146)
 - Please park in the large parking lot off 10th Avenue to the north of JRC.
- **Practical Notes:** To reflect the realities of being a pedestrian in Grinnell, the tours will take place RAIN OR SHINE. If you're interested in participating:
 - Make sure to wear walking shoes
 - Make sure to have rain gear if the weather calls for it
 - Make sure to RSVP – if the weather looks threatening, we'll update all confirmed participants on a rain location
- **RSVP:** Please RSVP by **Tuesday, Oct. 25th** to help with our planning (email to communityenhance@grinnell.edu or call 269-3900). Kindly indicate whether you plan to participate in:
 - Thursday Focus Group
 - Friday Focus Group
 - Both

***If you have responded to participate per the previous email, please do so again as the time has changed for both groups.**

Our sincere apologies for the schedule changes. Please feel free to contact me with any questions.

Thank you,

Sarah J Smith
Program Manager
Office of Community Enhancement and Engagement
Smithsa2@grinnell.edu
733 Broad St
Grinnell, IA 50112
641-269-3900