



Grinnell Hotel and Motel Tax Committee  
Tentative Agenda  
Tuesday, May 26, 2020  
**12:00 pm**  
Via Zoom

Join Zoom Meeting

<https://zoom.us/j/97639116840?pwd=ckZrQ3ZSRtQzTndlM21iZVdydCtXZz09>

Meeting ID: 976 3911 6840

Password: 872498

One tap mobile

+13017158592,,97639116840#,,1#,872498# US (Germantown)

+13126266799,,97639116840#,,1#,872498# US (Chicago)

Dial by your location

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 976 3911 6840

Password: 872498

Find your local number: <https://zoom.us/j/97639116840?pwd=ckZrQ3ZSRtQzTndlM21iZVdydCtXZz09>

Roll Call:

Cirks \_\_ Lang \_\_ Nowasell \_\_ Smith \_\_ Spriggs \_\_ White \_\_ Wright \_\_

1. Call Meeting to Order
2. Approve Agenda
3. Approve minutes from April 28, 2020.
4. Monthly Budget Report

5. Approve bills for June 1, 2020 council meeting:

- Travel Iowa \$2,400.00

6. CVB Monthly Report

7. Inquiries

8. Adjournment

Grinnell Hotel and Motel Tax Committee  
Minutes  
Tuesday, April 28, 2020

Via Zoom

<https://zoom.us/j/92800576548?pwd=c0c3SW9QVHB5d2Z5ZUU5OStsQmpHZz09>

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

Also present were: Mayor Agnew, Kendra Vincent, Monica St. Angelo, Russ Behrens, and Ann Wingerter.

1. Wright called the meeting to order at 12:03 p.m.
2. White made the motion, second by Lang to approve the agenda. AYES: 5-0. Motion carried.
3. White made the motion, second by Cirks to approve the minutes from February 25, 2020. AYES: 5-0. Motion carried.
4. The monthly budget report was reviewed. No action was taken.
5. White made the motion, second by Lang to approve bills for May 4, 2020 council meeting:
  - GAAC                      \$1,290.15AYES: 5-0. Motion carried.
6. The COVID-19 impact on FY 2021 Budget was discussed. No action was taken.
7. Kendra Vincent gave the CVB Monthly Report. Noted items: The Chamber office closed March 13th, groups have canceled but are interested in rescheduling, bloggers are resharing content from previous visits, media traffic stable, farmer's market will have food only – looking at June 1st to start, Travel Iowa ads will be rescheduled.
8. There were no inquiries.
9. The meeting was adjourned at 12:47 p.m.

Respectfully submitted by  
Ann Wingerter, Secretary for the Committee

**HOTEL AND MOTEL COMMITTEE BUDGET FY 20  
May 26, 2020**

		2018-19 ACTUAL	Revised 2019-2020 BUDGET	2019-2020 YTD ACTUAL	Proposed Bills List 06/01/2020	2019-2020 REMAINING BUDGET	
<b>Beginning Balance</b>		\$ 227,032	\$ 246,034	\$ 246,034			
Revenues:							
145-3.550.2.4705	Holiday Light Donation	\$ 13,605	\$ -	\$ -		-	
145-3.550.2.4780	Other Miscellaneous Revenue <i>sale of trees</i>	2,756	500	4,806		-	
145-3.550.4.4085	Hotel/Motel Tax	399,590	400,000	284,435		-	
145-3.550.4.4300	Interest Earned	2,239	1,000	1,232		-	
145-3.910.4.4790	H&M - Trans In (Interna	-	-	-		-	
<b>Total Revenues</b>		\$ 418,190	\$ 401,500	\$ 290,473		\$ -	
Expenditures:							
145-4.550.1.6020	Part Time Salaries	29,119	33,400	29,419	-	3,981	
145-4.550.1.6210	Dues, Memberships	1,142	2,000	1,165	-	835	
145-4.550.2.6413	Pymts to Agencies/Hotel Grin	75,843	74,092	54,257	-	19,835	REBATE TO GRINNELL CTR LLC
145-4.550.2.6414	Music in the Park	-	-	-	-	-	
145-4.550.2.6421	Consultation & Prof Fees	-	32,506	32,506	-	-	HWY 146 BRIDGE ENHANCEMENTS
145-4.550.2.6508	Postage and Shipp	-	50	-	-	50	
145-4.550.2.6513	Misc Supp - Trees	14,841	7,000	5,768	-	1,232	TREES/FLOWERS OTHER DWTN
145-4.550.2.6525	GAAC - Events/heads/beds	13,040	15,000	10,616	-	4,384	
				10,616	-		15,000 BEG RETIRING CONTRIBUTION?
145-4.550.2.6526	Project Development/other exp	14,838	15,000	1,928	-	13,072	
				1,928	-		15,000 CBD RECRUITMENT DWTN ONLY
				-	-		10,000 EVENT RECRUITMENT/HOST
145-4.550.2.6527	Fees for Service	37,391	41,150	30,570	2,400	8,181	
				29,150	-		29,150 CVB SERVICES
				495	2,400		9,300 PROJECTS/PROMOTIONS
				190	-		2,000 OTHER PROMOTIONS, MTGS ETC
				735	-		700 MUSIC LICENSE FEE
145-4.550.2.6528	Mini-Grant Awards	1,500	5,000	1,500	-	3,500	
145-4.550.2.6529	Fireworks	12,500	12,500	-	-	12,500	
145-4.550.2.6530	Fire Convention	20,000	20,000	-	-	20,000	2ND YEAR CONTRIBUTION
145-4.550.3.6727	Projects	46,013	68,543	68,443	-	100	
				18,108	-		30,000 CENTRAL EVENTS/ENTERTAINMENT
				8,460	-		10,000 CP Holiday lights and wiring etc.
				41,875	-		5,000 HWY 146 ENHANCEMENTS
<b>Total Expenditures</b>		\$ 266,227	\$ 326,241	\$ 236,171	\$ 2,400	\$ 87,670	
145-4.910.5.6911 TRANSFERS							
		\$ 132,961	\$ -	\$ -	\$ -	\$ -	
			37,500	37,500	-	-	37,500 GEN FUND TRANS
			25,000	25,000	-	-	25,000 SPORTS AUTHORITY 009
			50,952	50,952	-	-	50,952 SKATEPARK
			50,000	50,000	-	-	50,000 BIKE TRAIL FUND
			50,000	50,000	-	-	50,000 INDOOR ACTIVITY CTR
			25,000	25,000	-	-	25,000 16TH AVE SIDEWALKS/TRAIL
<b>Total Transfers</b>		\$ 132,961	\$ 238,452	\$ 238,452	\$ -	\$ -	
<b>Total Expenditures and Transfers Out</b>		\$ 399,188	\$ 564,693	\$ 474,623		\$ 87,670	
<b>Ending Balance</b>		\$ 246,034	\$ 82,841	\$ 61,884			



**Invoice**

**Rachael Kinnick  
Grinnell Area Chamber & CVB**

**Date: 05/12/2020  
Invoice #: 826  
From: 07/01/2019 to  
06/30/2020  
Due: 06/30/2020**

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Description: TID Food Display Retargeting Spring/Mar-June 20 Cooperative Advertising \$1,400.00 Email Marketing/May 2020 Cooperative Advertising \$500.00 Social Media Bronze Package/April 2020 Cooperative Advertising \$500.00 Total: \$2,400.00

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**AMOUNT DUE: \$2,400.00**

*Keep this portion for your records*

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*Please return this portion with your payment*

**Rachael Kinnick  
Grinnell Area Chamber & CVB**

**Date: 05/12/2020  
Invoice #: 826  
Due: 06/30/2020**

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**AMOUNT DUE: \$2,400.00**

Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

Make Check Payable to:  
Iowa Economic Development Authority Foundation

Send Payment to:  
Iowa Tourism Office  
1963 Bell Avenue, Suite 200  
Des Moines, IA 50315

For questions about this invoice please contact:  
LuAnn Reinders  
(515) 348-6257  
luann.reinders@iowaeda.com



## **May 2020 Grinnell CVB Report**

### **Work Products & Deliverables**

#### **Marketing**

- Social Media, (April 22 - May 19)
  - o Facebook
    - Reach: 11,688
    - New Likes: 20
    - Post Engagement: 4,938
  - o Instagram
    - Followers: 947
  
- Digital Marketing
  - o Website Statistics (April 25 - May 20)
    - Community Calendar: Visits – 2,088, Pageviews – 6,797
    - Visits: Direct – 11,034 Google – 996, Facebook – 861
  - o New article from Gaston Gazette (North Carolina) on Grinnell and Hotel Grinnell

#### **Community Events**

- Continue to develop contingency plans for many of our summer events including Friday Night Live, Grinnell Games, and Fourth of July.
- Farmers Market will begin in person on June 4th but will have an online ordering option for customers to limit time at market if needed. Online orders will still be picked up at market, during market times.