



Grinnell Hotel and Motel Tax Committee
Tentative Agenda
Tuesday, July 23, 2019
12:00 pm
2ND Floor Conference Room of City Hall

Roll Call:

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

1. Call Meeting to Order
2. Approve Agenda
3. Appointment of Chair, Vice Chair/Treasurer.

Current Chair and Vice Chair

Dustin Smith - Chair since 7/25/2017

Sally Lang – Vice Chair 7/25/2017 (served since 9/2014)

4. Approve minutes from June 25, 2019.
5. Approve bills: None.
6. Monthly Budget Report
7. CVB Monthly Report
8. Inquiries
9. Adjournment

8.1 The offices of Chairperson and Vice-Chairperson/Treasurer shall be nominated and elected from among the members of the Board of Directors.

8.2 The election of Chairperson and Vice-Chairperson/Treasurer shall be held at the first regular meeting of the Board of Directors in the month of July.

8.3 The Chairperson and Vice-Chairperson/Treasurer shall be elected for a term of two years,

8.4 The Chairperson and Vice-Chairperson/Treasurer may serve no more than four consecutive years.

Grinnell Hotel and Motel Tax Committee
Minutes
Tuesday, June 25, 2019

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

Also present: Rachael Kinnick, Kendra Tucker, Suneil Verma, Mayor Agnew, Russ Behrens, Kay Cmelik, and Ann Wingerter.

1. Smith called the meeting to order at 12:02 p.m.
2. Lang made the motion, second by Spriggs to approve the agenda. AYES: All. Motion carried.
3. Spriggs made the motions, second by Lang to approve minutes from May 28, 2019. AYES: All. Motion carried.
4. Lang made the motion, second by Wright to approve bills for the July 1, 2019 council meeting:
 - Grinnell Chamber of Commerce, Qtrly pymt per budget \$7,287.50AYES: All. Motion carried.
5. The committee reviewed the combined FY19 yearend and FY 20 monthly budget report. No action was taken.
6. Kendra Tucker presented the 2019 Annual CVB Report. Noted items: substantially grew social media venues, attended the Travel Iowa Conference, developed partnerships with blogging entities, hosted several groups, new banners are being used, holding events in Central Park rather than closing streets.
7. The committee reviewed projects for FY20
 - Grinnell Cultural Connections Update
 - I80 Interchange Bridge, Bike Trail Lighting and Design
 - Skatepark Project
 - Central Park Holiday Lights and necessary outlets, wiring etc.
 - Planning - Christmas Banner Replacements.No action was taken.
8. There were no inquiries.
9. The meeting was adjourned 12:42 p.m.

Respectfully submitted by
Ann Wingerter, Secretary for the Committee

**HOTEL AND MOTEL COMMITTEE BUDGET FY 20
July 23, 2019**

		2018-19 ACTUAL	2019-2020 BUDGET	2019-2020 YTD ACTUAL	Proposed Bills List 8/5/2019	2019-2020 REMAINING BUDGET	
Beginning Balance		\$ 227,032	\$ 245,869	\$ 245,869			
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			-	
145-3.550.4.4085	Hotel/Motel Tax	399,590	431,800			-	
145-3.550.4.4300	Interest Earned	2,239	1,000			-	
145-3.910.4.4790	H&M - Trans In (Interna	-	-	-		-	
Total Revenues		\$ 418,190	\$ 433,300	\$ -		\$ -	
Expenditures:							
145-4.550.1.6020	Part Time Salaries	29,119	38,478			38,478	
145-4.550.1.6210	Dues, Memberships	1,142	2,000			2,000	
145-4.550.2.6413	Pymts to Agencies/Hotel Grin	75,843	73,000			73,000	REBATE TO GRINNELL CTR LLC
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 - Trees	15,006	7,000			7,000	TREES/FLOWERS OTHER DWTN
145-4.550.2.6525	GAAC - Events/heads/beds	13,040	15,000			15,000	15,000 BEG RETIRING CONTRIBUTION
145-4.550.2.6526	Project Development/other exp	14,838	25,000			25,000	15,000 CBD RECRUITMENT DWTN ONLY 10,000 EVENT RECRUITMENT/HOST
145-4.550.2.6527	Fees for Service	37,391	41,150	7,288		33,863	29,150 CVB SERVICES 9,300 PROJECTS/PROMOTIONS 2,000 OTHER PROMOTIONS, MTGS ETC 700 MUSIC LICENSE FEE
145-4.550.2.6528	Mini-Grant Awards	1,500	5,000			5,000	
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	45,000			45,000	30,000 CENTRAL EVENTS/ENTERTAINMENT 10,000 CP Holiday lights and wiring etc. 5,000 HWY 146 ENHANCEMENTS
Total Expenditures		\$ 266,392	\$ 284,178	\$ 7,288	\$ -	\$ 276,891	
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
			50,000			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
Total Transfers		\$ 132,961	\$ 187,500	\$ -	\$ -	\$ 187,500	
Total Expenditures and Transfers Out		\$ 399,353	\$ 471,678	\$ 7,288		\$ 464,391	
Ending Balance		\$ 245,869	\$ 207,491	\$ 238,582			



July 2019 Grinnell CVB Report

Work Products & Deliverables

Marketing

- Social Media, June 19 – July 16
 - o Facebook
 - Reach: 10,777
 - New Likes: 31
 - Post Engagement: 5,745
 - o Instagram
 - Likes: 701
- Digital Marketing
 - o Website Statistics:
Community Calendar: Visits – 3,203, Pageviews – 10,732
Visits: Direct – 9,365, Google – 3,525, Facebook – 688
 - o We were able to secure all of our Iowa Tourism Ad Co-Op wants. Will be billed in the Spring of 2020 directly to Tourism.
 - Email Marketing for May 2020
 - Social Media Bronze Package April 2020
 - TID Food Display targeting Mar-June 2020

Community Events

- Coordinated the Grinnell on the Fourth parade and fireworks
- Hosted July Friday Night Live with Whiplash
- Hosting August FNL with Abby Normal from Des Moines
- Continue work on Sept 29th Central Park Concert
- Finalizing plans for Grinnell Farm to Table dinner on July 28th
- Final Grinnell Games event is coming up in August – Sprint & Mini Triathlon
- Hosted a number of visitors from the FGC meeting at Grinnell College
- Working with Duane and Van Maanen to update electric access in Central Park
- Helping coordinate a visit with the Iowa Resource for International Service group of Belarusians on August 9th