

CTC Minutes  
July 16<sup>th</sup>, 2015  
Location: El Dorado Lake Office

Attendees:

Randy Just  
Matt Guthrie  
Kaye Laudner  
Kaytlyn Berry  
Natalie Donges  
Mike Bhatt  
Jennifer Cook  
Molly Denton

Absent:

Jean Plummer  
John Pyle  
Steve Reynolds  
Rod Seel  
Andrea VanAuken

Minutes from the May 2015 meeting were approved and there was no further discussion on old business. Randy moves, Natalie seconds motion.

We have many new members to introduce to the committee! Three of the four new members were in attendance today including, Matt Guthrie (Passionate Citizen), Kaye Laudner (Catering by Kaye) and Mike Bhatt (Owner of Stardust Motel). John Pyle (Owner of Best Western-Red Coach Inn) was not able to attend.

Last weekend on July 11<sup>th</sup>, the City along with El Dorado Lake hosted the Lantern Festival. This event brought in over 4,500 people, most of whom came from out of town and out of state. It created an amazing image for El Dorado and most who came stayed in our hotels. Next year we will figure out a way to not allow coolers to be brought in, this created a real problem for our local food vendors who were there. Also, there is not a need for a beer garden if everyone is carded and has a wristband. There will also be work done to upgrade some of the electricity.

Upcoming events for El Dorado include the Frontier Western Celebration and the El Dorado Fall Festival. The FWC will start Thursday, July 30 and run through Sunday, August 2. The City will help with some aspects of the whole event including a Fashion Show held at District 142 on Friday evening. The El Dorado Fall Festival will be Friday, September 18<sup>th</sup> and Saturday, September 19<sup>th</sup>. This will feature Oktoberfest, Oil Centennial Parade, Walnut River Festival, Open Car Show and a steak dinner put on by the Kansas Oil Museum. All details can be found at [www.eldoradofallfestival.com](http://www.eldoradofallfestival.com).

The Community Farmers' Market has had a slow start, but is gaining momentum. Most of our vendors finally have enough product to vend on both Tuesdays and Saturdays. We held a grand opening on July 4<sup>th</sup>. Currently, we are looking for hospitality table sponsors for Saturday mornings. This is a great opportunity to advertise your business or organization and provide coffee or another refreshment to the public. We also have a group interested in renting the community building for a class reunion on September 26<sup>th</sup>.

There has been no update on the bid for Kansas Museum Association Conference for 2018. Jen will look into and report back.

El Dorado Inc. is interested in hiring a company to find out room rental data from our El Dorado hotels/motels. This company would charge Inc. \$700 to collect monthly data or \$1,400 to collect weekly data. Overall, the committee did not agree with this strategy if El Dorado Inc. decides to move forward with it.

The transient guest tax that is reported to the state every month is okay for an overall comparison, but is not accurate for looking at the day to day activity at the hotels/motels. The City will sometimes call around to get numbers from the weekend if there was a large event that happened. Molly will update our bed tax (transient guest tax) numbers and email out to the committee.

The 2016 budget has not gone through the final approval yet, but Jen does not think the changes will be a problem. Overall, there is an increase to the salary and travel budget line items to account for bringing Molly in as a full time employee for CVB.

New business brought up by Mike Bhatt on needing better marketing on I-35 by exit 76. He believes this would be a great area to place more billboards and bring people downtown El Dorado. Suggested a LED sign where information can be updated for events, festivals, etc. The committee fully supported this idea and will think of how we can achieve this. Matt Guthrie also brought to the committee's attention that he is from a town where festivals happen from April-October, and would love to be a part of bringing that atmosphere to El Dorado.

The next meeting is scheduled for September 17<sup>th</sup> at 4:00 p.m. This meeting will be a day before the Fall Festival which is themed around "Celebrating 100 Years of Oil" in El Dorado! In honor of this, we will try to meet at the Kansas Oil Museum.