

Convention & Tourism Committee - **MINUTES**

March 19, 2019 at 4:00 p.m.

El Dorado Performing Arts Center

Attendees:

Randy Just
Jean Plummer
Ross Viner
Natalie Donges
Steve Reynolds
Seth Turner
Matt Guthrie
Molly Denton

Absent:

Kaytlan Berry
Rachael Lacerda
Tiya Tonn

The meeting was called to order at 4:05 p.m. Minutes from September 18, 2018 and from January 15, 2019 were approved: Randy motioned, Natalie seconded.

There is one new member, Tiya Tonn, Director of the Kansas Oil Museum and a renewal member, Rachael Lacerda, General Manager of the Holiday Inn. Both approved by the Commission on 3/18/19.

Review of the 4th quarter bed tax numbers from 2018. The total number of bed tax dollars brought in was \$192,462.52. This is \$31,198.49 more than the total collected in 2017.

The city's website eldoks.com has officially launched its new look. The redesign was designed with the viewer in mind. The series of four promotional videos are finished and you can find them on the El Dorado CVB's social media and YouTube channel. The annual Mayor's Dinner happened on March 7th at the Performing Arts Center. The CVB organized the event and it had a great turnout of 34 Butler County Mayors and City Administrators.

Upcoming projects include the next quarterly event flyer that lists a few of the community events happening in April - June. The backlit display at the Belle Plaine Travel Information Center is up and El Dorado will have a Community Showcase week July 1-7 at the TIC. Molly is currently working on a new Visitors Guide. The Guide will be a 4"x9" booklet and will not be year specific. The goal is to update this guide every other year and save on printing costs. The downtown light pole banners look great and there are currently 25 welcome banners in place. The Governor's One Shot Turkey Hunt has purchased 10 banners and those will be going up in the next week and stay up through their event in April. After Molly returns from maternity leave in September, another community photo contest will take place. The pictures received from this contest will be featured in a wall calendar for 2020.

Molly will be attending the Tulip Festival in Wamego on April 27th and 28th and work in a booth with the South Central Kansas Tourism group. El Dorado will also have a presence at the Kansas State Fair from September 6-15 in the South Central Kansas group booth. This year the fair is offering a new exhibit space outside during the opening weekend in Gottschalk Park. This new space will be called Explore Kansas and is \$200 per space. The CTC liked the idea of having an El Dorado specific space and the cost is affordable. The annual Travel Industry Association of Kansas conference will be October 21-23 in Mulvane.

Upcoming events:

- Summer Concerts at the Depot (June 14th & July 12th) - Free for the community!
- Friends of the Lake Mud Run (June 15th)
- Drums Across Kansas (July 15th) www.drumsacrosskansas.com
- Dam Music Festival (July 25th - 27th) www.dammusicfest.com
- Holly Frontier Western Celebration (August 8th - 11th) www.frontierwesterncelebration.com
- Lantern Festival (September 14th) www.nighlightsevent.com

Commissioner Guthrie spoke briefly about what the City Manager and Commission envision for this group. He emphasized that nothing has been finalized and this new vision is a work in progress. For now, there have been a few discussions on what this committee could evolve into to give it more of a purpose. He mentioned the idea of the group being more event focused. Drawing in more events to the Lake and having it become an outdoor recreation destination for festivals/concerts/etc. As the Commission and City Manager discuss this further, the CTC will be informed.

The next meeting is scheduled on May 21st at 4:00 p.m. at the Oil Museum.

Meeting dismissed 5:15 p.m.

Minutes submitted by Molly Denton.