

## CVB Minutes

Date: November 19, 2015

**Participated:** Anne Otte, Diane Walters, Ed Mueller, Nodira Davlyatova, and Wendy Jones.

**Absent:** Linda Ralston, and Nicholas Allen (excused), Brenda Swinney and Jeanne Schantz.

**Guest:** Chase Mayes, student of HHS

CVB President Anne Otte opened the meeting to order at 3:00 pm. The October 15, 2015 minutes were approved. The following issues were discussed during the meeting:

### **Finances**

Anne Otte informed that \$7000 was deposited into the CVB account from bed tax monies.

### **Old Business**

CVB members reported receiving various comments on the signage, mainly positive. The Herington Times newspaper published an article concerning the signage and the CVB which touched upon unfavorable comments made on social media and the city commission meeting.

Anne reported that Bart Thomas and Merlin Oswald had suggested that stone was unnecessary as a support for the sign and there was little space for it. Bart suggested simply to paint the poles with aluminum paint. Considering that we were missing some members at the meeting, Anne suggested we discuss this at a later meeting. Wendy said we should ask the city to paint the poles for now

Diane asked if there were any way to call Morris County and request them to clean the area (trash) behind the sign. We will follow up on this

### **Presentation of a new idea**

Herington High School senior Chase Mayes presented to the CVB an activity to promote the Herington Lake: the organization of a summer festival during the first week of June, 2016. Visitors can participate in a float-in style movie theatre at the lake. This event would require a minimum of \$600 and supplemental donations (bingo, booths, etc). CVB members responded favorably to his idea although they asked for specifics to be in place before they committed promotion money towards it. There were questions concerning management of the festival, insurance, liability, manpower, and details of possible additional expenses. Anne explained to Chase the main purpose of CVB activities: to bring in overnight tourists. A concern regarding weather for the event was expressed. Chase will attend our next meeting.

## **Other**

Kansas Sampler events are in Winfield this spring. Wendy suggested there might be better use of the CVB budget than spending it on Kansas Sampler considering that Winfield is a distance from Herington and that we likely do not attract persons from that area as tourists. She suggested spending the \$2000 towards promotion for activities such as the car show. She would look into promotion opportunities for our local events. Flint Hills and Dickinson County are joining their efforts for promotion at the Kansas Sampler.

### **To be considered or reviewed at the next meeting:**

- Chase is going to provide more details on his proposal for our next meeting in January.
- Need to make a decision on whether to put money into local promotion such as the car show or into Kansas Sampler
- Wendy will attend a KS Sampler meeting and tell them about the CVB's thoughts regarding our participation
- Diane will call to Morris County concerning the trash cleaning behind the signage.

Next regular meeting for the CVB group is scheduled January 21<sup>st</sup> 2016, according to President Anne Otte. This will be at 3 pm in the chamber board room.

Notes taken by Nodira Davlyatova, CVB Secretary

Written in collaboration with Anne Otte, CVB President