

CITY OF KNOXVILLE
TOURISM ADVISORY COMMISSION MEETING Minutes
4/5/2016

Tourism Advisory Commission established by the City Council of the City of Knoxville, Iowa Code Ordinance NO. 15-08

Commission Members Date	1/5/16	2/2/16	3/1/16	4/5/16	5/3/16	6/7/16	7/12/16
Bob Baker, Race Track Representative	A	A	P	P			
Bob Colbert, City Representative	A	P	P	P			
Jake Hughes, Chamber Representative	P	P	P	P			
Sharry Johnson, City Representative	P	P	P	P			
Elsie Kemp, City Representative	P	A	P	P			
Larry Kline, City Representative	A	P	P	P			
James Lane City Council Representative				P			
Marion County Representative member not yet established							
Visitors	1	0	1	3			

Call to Order	Larry Kline Called the meeting to order 5:15 PM Larry made introductions.	Visitors Anne Leonard and Rick Kingery (representatives of Knoxville Chamber and Mr. Butler from KNIA/KRLS).	Closed
Review Monthly Minutes	Minutes for 3/1/15 were reviewed		
Agenda Sharry Johnson	The Chamber of Commerce Grant request was reviewed requested funds are in conjunction with hosting the Knoxville National's. Motion to approve the Chambers request was made by Larry Kline, 2nd by Elsie Kemp, motion carried, unanimous approved, the request for \$1997.00. There was also a request for \$4,298.00 for radio advertisement which will be reviewed at the May  Grant req. Chamber 2016 - Copy.pdf Tourism Advisory Meeting.	Funds were requested as follows: Dignitaries Invitation Volunteer/housing host ads., Dignitaries, letters, Donation letters, Parade Confirmation letters, Parking inf. letters, Bizarre Bazaar letters, inf. packet postage, Dignitary breakfast and gift bags, Social Guide Booklets printing, Parade Dignitary. Magnets for cars and new shuttle stop Sandwich Boards.	Ongoing

Other Grant Request	<p>Knoxville Lion's Club, Requested assistance money for flags placed on highway 14. Motion made by Bob Baker to deny this grant, 2nd by Elsie Kemp, motion carried with unanimously.</p> <p>Red Rock Lake Assoc. Grant request made by Matt Kissinger. The request was for \$1,000. Because this event is not held in the city of Knoxville, motion made by Bob Baker to deny this request, 2nd by Elsie Kemp, motion carried unanimously.</p>	<p>No money amount was signified or designation of how funds would be used.</p> <p>Grant money was requested for promotion of the Lake Red Rock Balloon Fest.</p>	closed
Larry Kline	Follow-up, Larry obtained approval for placing a billboard on the grounds of Wieler Manufacturing site south of Knoxville, final approval of location and billboard will be approved by Mr. Wieler		Ongoing and Continuous
Bob Baker	Follow-up on construction of billboard, Bob is going to talk with David Goodson about sizes and cost of aluminum construction.		Ongoing and Continuous
Elsie Kemp	Reports on Conquer the Winter Blues Organized by Knoxville Business Owner Managers, all business were given the opportunity to participate. These businesses are going to try and offer this special night once every two months. It will be on a Thursday night.	Several businesses stayed open late (8pm) on a Thursday night in March; attendance was good for these business. Advertising cost were low by taking advantage of the news letter put out by Michael Roberts and a notification done on Face Book.	Ongoing and Cont.
Sharry Johnson	Campground flyers, in conjunction with Pella Convention & Visitors Bureau/Red Rock Lake Project, we are working to provide campers around the lake information on events happening in our area for the months of May thru October. Our Cost is \$252.00 a year. In conjunction with is flyers will be developed for Knoxville campgrounds printed by Main Street Market, the cost for this is \$250.00. Motion was made to approve the funding for campground flyers by Sharry Johnson, 2nd by Bob Baker, motion carried, approved unanimously.	Information will be sent to the Convention & Visitors Bureau each Monday by 5pm by Sharry Johnson, Flyers are printed by the convention center and the Red Rock Lake Project will distribute. Distribution of the Knoxville flyers has partially been worked out.	Up-dates will be made
Bob Colbert	Bob suggested we might want to look at taking		

	out a small ad in the magazines,		
Visitors	Anne Leonard Jim Butler Rick Kingery	Provide Chamber Grant request and answered any questions we had.	closed
Tabled	Because we ran late with our meeting we decided to table the discussion of developing brochures until May.	We need to develop brochures for the Knoxville Chamber to have on hand as well as having them available in the Welcome Centers.	Ongoing
Open Discussion	It was most beneficial for individuals to present grant request, so if there were any questions we could clear them up right away. Bob Baker suggested we might want to look at activities we could hold on Tuesday night of the Knoxville Nationals in order to get people downtown and hold their interest in Knoxville.	Suggestions: Hold the National Queen crowning on the Downtown Square, have a band on the square, and maybe have a haulers parade. Many other raceways have this type of parade and it might be an area we are not using to our advantage.	Ongoing Ongoing
Adjourn	Motion to Adjourn made by Sharry Johnson, 2nd by Larry Kline		
Adjourned	Meeting was adjourned 6:40		
Next Meeting	May 3, 2016		

Minutes Recorded by Sharry Johnson, 4/6/16