

Dodge City/Ford County CFAB Advisory Board Meeting
City Hall, City Commissioners Chambers
Monday, January 10, 2022
6:30 P.M.
Agenda

Welcome: Chair Michael Brakey

Roll Call:

Call to Order: Chair Michael Brakey

Visitors:

1. (Limit of five minutes per individual and fifteen minutes per topic. Final action may be deferred until the next CFAB meeting unless an emergency does exist).

Election of Officers:

1. Election of 2022 Chair
2. Election of 2022 Vice-Chair

Consent Calendar:

1. Approval of Minutes from November 16, 2021 Meeting

Reports:

CFAB Updates:

1. “Why Not Dodge” Sales Tax Update, Report by Nicole May, Director of Finance
2. “Why Not Dodge” Sales Tax Project Update, Report by Melissa McCoy, Assistant City Manager/Public Affairs

Unfinished Business:

New Business:

1. Recommend 2022 CFAB Organizational Funding Applications-Report by Assistant City Manager/Public Affairs, Melissa McCoy

Next Meeting Date(s):

1. 6:30, Tuesday, March 22, 2022
2. 6:30pm, Tuesday, April 19, 2022
3. 6:30pm, Tuesday, September 20, 2022
4. 6:30pm, Tuesday, November 15, 2022

Adjournment:

Dodge City/Ford County CFAB Advisory Special Board Meeting
City Hall, City Commission Chambers
Tuesday, November 16, 2021
6:30 P.M.
Minutes

Welcome: Chair Michael Brakey

Roll Call: Michael Brakey, Michael Burns, Mike Martinez (Absent), Mike Laskowsky, Martha Mendoza, Hugo Rodela, Angela Unruh, Mayor Rick Sowers, County Commissioner Kenneth Snook, City Manager Nick Hernandez, and County Administrator JD Gilbert

Call to Order: Chair Michael Brakey

Chair Michael Brakey requested a motion to amend the agenda to include the 2021 Organizational Funding grants progress report and the 2022 “Why Not Dodge” Sales Tax Budget under Reports.

Hugo Rodela made a motion to approve the amendments to the agenda and Martha Mendoza seconded the motion which passed unanimously.

Visitors: There were no visitor remarks.

Consent Calendar:

1. Approval of Minutes from September 28, 2021 Meeting
2. “Why Not Dodge” Sales Tax Report- Finance Director Nicole May provided an overview and update on the sales tax fund. Nicole highlighted that the depreciation and replacement fund a receivable of \$12,500 was a contribution from Dodge City Community College for the turf at Legends Park that is part of a contractual agreement with the college to assist with maintenance due to the DC3 Softball teams use of the park.
Sales tax collections continue to be strong at 96% percent for the year to date in October. There was a transfer made to Organizational Funding for the County, City, and the Organizational Funding Grants. There were also the bond payments that were made in addition to other expenses with the “Why Not Dodge” projects.

Hugo Rodela made a motion to approve the consent calendar and Michael Burns seconded. The motion passed unanimously.

CFAB Updates:

1. United Wireless Arena and Boot Hill Casino and Resort Conference Center Update- Report by Executive Director, Chris Ragland- Mr. Ragland provided an update on the number of events that have been held at the special events center as well as the number of visitors attending events from April to year to date. This included 201 events with an attendance of 34,741 and an economic impact of \$3,321,099.
2. Dodge City Raceway Park Update, Report by Promoters/Operators, Craig and Julie Dollansky- The Dollanskys’ provided an update on the status of the 2021 Raceway

season. They mentioned one of the highlights was the incorporation of Victory Lane platform to recognize winners which was well received. Craig Dollansky provided an update special events such as the National Tractor Pull and Flat Track Motorcycle Races. Julie Dollansky updated the group on the new automated race pass system and point of sale system. In addition, there was a new streamlined website put in place. Finally, there were 16 IMCA Racing events, 10 DCRP Short-Track Series as well as the special events.

3. Long Branch Lagoon Update, Report by Director of Parks and Facilities, Daniel Cecil. Mr. Cecil provided an update on off-season repairs including various maintenance items. There has also been work on contracting inspections and recoating of the slides and on the filter building. Currently, the City is seeking applications for the Aquatics Manager and Aquatics Technician both locally and regionally. He presented the updated logo and brand standards that will be rolled out for the 2022 season. The goal is to roll out season passes the Monday after Thanksgiving with the new MyRec system that will be used for reservations and purchasing passes for the facility.
4. Organizational Funding Progress Report Update, report by Assistant City Manager/Public Affairs. Melissa updated the board on purpose of the reports for the reimbursable 80/20 grants for Organizational Funding. One of the requirements of the grants was to participate in an external event with the Dodge City Convention and Visitor's Bureau and attend the monthly Tourism Coalition meetings. All the grant recipients have met the requirements for the external event, and all have attended at least one Tourism Coalition meeting throughout the year. She reviewed the impact for the Organizational Funding for each of the organization and shared how visitors were appreciative to have multiple attractions to visit which often results in them increasing their length of stay.
5. 2022 Sales Tax Budget, Report by Assistant City Manager/Public Affairs, Melissa McCoy. Ms McCoy provided an update on the status of the approval of the 2022 sales tax budget. She covered the background of the process and efforts to fund depreciation. Currently, the County Commission has approved the 2022 budget as recommended but the City has tabled it and requested a meeting with the County to discuss funding depreciation. Per the Inter-local agreement, the budget needs to be approved by December 1. The applications for Organizational Funding will not be released until the budget has been approved. Melissa will provide an update to the organizations on the status of the grant applications.

Unfinished Business:

1. There was no unfinished business.

New Business:

1. Long Branch Lagoon Rates for daily and season passes-Report by Director of Parks and Facilities Daniel Cecil and Assistant City Manager/Public Affairs, Melissa McCoy- Mr. Cecil and Ms. McCoy presented a recommendation of a new fee schedule for day passes and season passes for the Long Branch Lagoon. Research was done on the costs at other similar facilities in the state. To remain competitive, it is staff's recommendation to lower

the day pass cost by \$1 for the different age groups and add a family pass which has been highly requested by the public. The proposed costs were as follows:

- \$4 for ages three to 17 and Seniors
- \$6 for adults
- \$3 for groups

In addition, individual season passes would be lowered to \$60 and family passes will be \$180 for four members and would allow up to two additional members for \$30 per person. The other change is for morning fitness pass at \$50 which is a ten-dollar decrease. Lastly, there was a new special 20 punch pass for \$60 may be used for entrance morning fitness, as well as day swim and night swims.

Michael Burns made a motion to approve the rate changes as presented. Hugo Rodela seconded the motion which passed 5-0.

Chair Michael Brakey went over the upcoming meeting dates which were as follows:

1. 6:30pm, Tuesday, January 11, 2022
2. 6:30pm, Tuesday, April 19, 2022
3. 6:30pm, Tuesday, September 20, 2022
4. 6:30pm, Tuesday, November 15, 2022

Adjournment: Michael Burns made a motion to adjourn, Hugo Rodela seconded. The motion passed 5-0.