

**Dodge City/Ford County CFAB Advisory Board Meeting**  
**City Hall, City Commissioners Chambers**  
**Wednesday, September 28, 2022**  
**7:00 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).

**Consent Calendar:**

1. Approval of Minutes from July 21, 2022 Meeting
2. “Why Not Dodge” Sales Tax update, Report by Finance Director, Nicole May

**Reports:**

1. “Why Not Dodge” Sales Tax Projects Update, Report by Assistant City Manager/Public Affairs, Melissa McCoy and Director of Parks and Facilities, Daniel Cecil
  - Long Branch Lagoon
  - Tournaments
  - Dodge City Raceway Park Request for Qualifications RFQ
  - United Wireless Arena
  - CFAB Organizational Funding Progress Reports and 2023 Grant Applications
  - Tournaments

**Unfinished Business:**

**New Business:**

1. United Wireless Arena Ice Floor Repairs-Report by Assistant City Manager Public Affairs, Melissa McCoy
2. Marketing/Media Specialist to promote “Why Not Dodge” Sales Tax projects -Report by City Manager Nick Hernandez and Assistant City Manager/Public Affairs, Melissa McCoy

**Next Meeting Date(s):**

1. 6:30 pm, Tuesday, October 12, 2022
2. 7:00 pm, Wednesday, November 16, 2022

**Adjournment:**

**Dodge City/Ford County CFAB Advisory Board Meeting**  
**City Commissioners Chambers**  
**Thursday, July 21, 2022**  
**6:30 P.M.**

**Minutes**

**Welcome:** Chair Michael Brakey opened the meeting and welcomed the board.

**Roll Call:** Chair Michael Brakey, Vice Chair Angela Unruh, Mike Laskowsky, Hugo Rodela, Martha Mendoza, Hugo Garcia, Paige Bangerter, City Commissioner Rick Sowers, County Commissioner Kenneth Snook (absent), City Manager Nick Hernandez, and County Administrator JD Gilbert

**Call to Order:** Chair Michael Brakey

**Consent Calendar:**

1. Approval of Minutes from July 7, 2022 Meeting

Amend the minutes to remove an extra zero (15,000 not \$15,0000) in recommendation from the motion for the request from Dodge City Raceway Park. Angela Unruh moved to approve the minutes as amended and Hugo Garcia seconded. The motion passed 6-0.

2. Sales Tax Budget: Nicole May provided an update on the sales tax budget.

**Unfinished Business:**

1. There was no unfinished business.

**New Business:**

1. Craig Dollansky Racing (CDR) Promotions Proposal -Report by CDR Promotions

Michael Brakey made a motion approve the following: to change the attendance requirement from 1,000 to 700, cover short track expenses at \$3,000 per race, add an event fund policy for \$150,000 to be used to increase special events at the DCRP and a subsidy for the operator/promoter not to exceed \$400,000 for 2022.

Angela Unruh seconded. The motion passed 6-1.

**Next Meeting Date(s)**

1. 6:30pm, Tuesday, September 20, 2022
2. 6:30pm, Tuesday, November 15, 2022

**Adjournment:**

Angela Unruh made a motion to adjourn and Mike Laskowsky seconded. The motion passed unanimously.

BALANCE SHEET  
SALES TAX PROJECT FUNDS  
ENDING February 2022

	Operating Fund	Organizational Funding Fund	ST-Depr. & Replacement Fund	Event Fund	Depot Fund	Debt Service Account-SEC	Debt Service Account - Water, Park	TOTAL SALES TAX PROJECTS FUNDS
<b>ASSETS</b>								
Assets								
Cash	1,847,069.19	233,708.41	1,216,898.41	(147,649.53)	549,635.45	9,434.88	(99.92)	3,708,996.89
Cash - Reserve	-	-	-	-	-	3,549,449.35	665,338.18	4,214,787.53
Cash - 2016 REF Bonds Debt Service	-	-	-	-	-	459,169.02	115,750.00	574,919.02
Cash - Cost of Issuance	-	-	-	-	-	4,344.63	1.15	4,345.78
Miscellaneous Receivable	(611.94)	-	-	-	(13,022.96)	-	-	(13,634.90)
Sales Tax Receivable	-	-	-	-	-	-	-	-
Deferred Bond Issuance Costs	-	-	-	-	-	-	-	-
<b>TOTAL ASSETS</b>	<b>1,846,457.25</b>	<b>233,708.41</b>	<b>1,216,898.41</b>	<b>(147,649.53)</b>	<b>536,612.49</b>	<b>4,022,397.88</b>	<b>780,989.41</b>	<b>8,489,414.32</b>
<b>LIABILITIES &amp; FUND BALANCE</b>								
Liabilities								
Accounts Payable	297,423.36	-	25,180.00	-	2,490.52	-	-	325,093.88
Retainage Payable	-	-	-	-	-	-	-	-
Salaries Payable	-	-	-	-	(0.01)	-	-	(0.01)
Sales Tax Payable	3,142.47	-	-	-	-	-	-	3,142.47
Compensated Absences Payable	-	-	-	-	-	-	-	-
Accrued Interest Payable	-	-	-	-	-	-	-	-
Deferred Gain on Refunding	-	-	-	-	-	-	-	-
Bond Premium	-	-	-	-	-	-	-	-
Unamortized Bond Discount	-	-	-	-	-	-	-	-
Bonds Payable-Current	-	-	-	-	-	-	-	-
Bonds Payable-Non-Current	-	-	-	-	-	-	-	-
<b>TOTAL LIABILITIES</b>	<b>300,565.83</b>	<b>-</b>	<b>25,180.00</b>	<b>-</b>	<b>2,490.51</b>	<b>-</b>	<b>-</b>	<b>328,236.34</b>
Total Current Liabilities								
<b>FUND BALAN</b>	<b>1,545,891.42</b>	<b>233,708.41</b>	<b>1,191,718.41</b>	<b>(147,649.53)</b>	<b>534,121.98</b>	<b>4,022,397.88</b>	<b>780,989.41</b>	<b>8,161,177.98</b>
Reserve for Encumbrances	-	-	-	-	-	-	-	-
Net Capital Assets-Related Debt	-	-	-	-	-	-	-	-
Unused debt proceeds	-	-	-	-	-	-	-	-
<b>Total Fund Equity</b>	<b>1,545,891.42</b>	<b>233,708.41</b>	<b>1,191,718.41</b>	<b>(147,649.53)</b>	<b>534,121.98</b>	<b>4,022,397.88</b>	<b>780,989.41</b>	<b>8,161,177.98</b>
<b>TOTAL LIABILITIES AND FUND EQUITY</b>	<b>1,846,457.25</b>	<b>233,708.41</b>	<b>1,216,898.41</b>	<b>(147,649.53)</b>	<b>536,612.49</b>	<b>4,022,397.88</b>	<b>780,989.41</b>	<b>8,489,414.32</b>

SALES TAX PROJECT FUND  
STATEMENT OF REVENUE AND EXPENDITURES  
BUDGET PERFORMANCE  
August 31, 2022

	Current Month (August 2022) Actual	Current Month (August 2022) Budget	Current YTD (Jan-Aug 2022) Actual	Current YTD (Jan-Aug 2022) Budget	Annual FY 2022 Budget	
<b>Revenues</b>						
Sales Tax	678,536.81	533,087.00	5,184,664.16	4,264,704.00	6,397,056.00	81.05%
Investment Earnings	2,121.40	83.00	5,356.97	667.00	1,000.00	535.70%
Field Sports Revenues	6,021.67	10,416.00	82,244.37	83,333.00	125,000.00	65.80%
Racetrack Revenues	-	-	-	-	-	0.00%
Miscellaneous	-	500.00	-	4,000.00	6,000.00	0.00%
Longbranch Lagoon	94,725.21	40,000.00	396,962.95	320,000.00	480,000.00	82.70%
<b>Total Revenues</b>	<b>781,405.09</b>	<b>584,086.00</b>	<b>5,669,228.45</b>	<b>4,672,704.00</b>	<b>7,009,056.00</b>	<b>80.88%</b>
<b>Expenditures</b>						
<b>Field Sports</b>						
Personnel Services	21,360.96	22,822.00	158,117.78	182,576.00	273,915.00	57.73%
Contractual Services	16,579.46	9,349.00	86,893.77	74,792.00	112,250.00	77.41%
Commodities	9,575.20	7,136.00	93,489.35	57,088.00	85,700.00	109.09%
Capital	-	-	-	-	-	#DIV/0!
Field Sports-Tournaments	6,242.12	15,586.00	154,668.86	124,688.00	187,069.00	82.68%
<b>Total-Field Sports</b>	<b>53,757.74</b>	<b>54,893.00</b>	<b>493,169.76</b>	<b>439,144.00</b>	<b>658,934.00</b>	<b>74.84%</b>
<b>Administration</b>						
Contractual Services	2,761.14	72,107.00	5,637.00	576,867.00	865,300.00	0.65%
Commodities	-	-	-	-	-	0.00%
Capital	-	-	-	-	-	0.00%
Bond Payment Transfers	287,359.38	289,003.00	2,286,365.00	2,312,024.00	3,468,047.00	65.93%
Transfer to Dev & Growth	-	-	-	-	-	0.00%
Interest	-	-	-	-	-	0.00%
Transfer to Depr & Repl	-	-	-	-	-	#DIV/0!
Other	650.00	233.00	2,558.00	1,866.00	2,800.00	91.36%
<b>Total-Administration</b>	<b>290,770.52</b>	<b>361,343.00</b>	<b>2,294,560.00</b>	<b>2,890,757.00</b>	<b>4,336,147.00</b>	<b>52.92%</b>

OPERATING FUND-SALES TAX PROJECTS

<b>Special Events Centers</b>						
Contractual	-	74,625.00	675,025.00	597,000.00	895,500.00	75.38%
Insurance & Electric	3,983.16	3,666.66	38,882.70	29,333.33	44,000.00	88.37%
Other	-	13.00	145.85	104.00	160.00	91.16%
Capital Outlay	-	1,666.00	120,018.89	13,328.00	20,000.00	600.09%
<b>Total-Special Events Centers</b>	<b>3,983.16</b>	<b>79,970.66</b>	<b>834,072.44</b>	<b>639,765.33</b>	<b>959,660.00</b>	<b>86.91%</b>
<b>Facilities Maintenance</b>						
Personnel Services	-	1,169.00	-	9,352.00	14,040.00	0.00%
Contractual Services	-	-	-	-	-	0.00%
Commodities	-	607.00	-	4,856.00	7,300.00	0.00%
<b>Total-Facilities Maintenance</b>	<b>-</b>	<b>1,776.00</b>	<b>-</b>	<b>14,208.00</b>	<b>21,340.00</b>	<b>0.00%</b>
<b>Raceway Park</b>						
Personnel Services	463.24	899.00	2,875.64	7,192.00	10,800.00	26.63%
Contractual Services	15,645.00	26,572.00	261,662.56	212,600.00	318,900.00	82.05%
Commodities	5,310.07	998.00	25,206.69	1,996.00	12,000.00	210.06%
Capital Outlay	-	3,416.00	11,758.84	27,333.00	41,000.00	28.68%
<b>Total-Raceway Park</b>	<b>21,418.31</b>	<b>31,885.00</b>	<b>301,503.73</b>	<b>249,121.00</b>	<b>382,700.00</b>	<b>78.78%</b>
<b>Outdoor Regional Aquatics Facility</b>						
Personnel Services	87,736.04	22,929.00	394,106.14	183,435.00	275,152.00	143.23%
Contractual Services	18,105.60	9,891.67	157,474.09	79,133.33	118,700.00	132.67%
Commodities	12,438.06	9,041.67	293,211.67	72,333.33	108,500.00	270.24%
Capital Outlay	-	-	51,531.40	-	-	#DIV/0!
<b>Total - Aquatics Facility</b>	<b>118,279.70</b>	<b>41,862.34</b>	<b>896,323.30</b>	<b>334,901.66</b>	<b>502,352.00</b>	<b>178.43%</b>
<b>TOTAL EXPENDITURES-OPERATING FUNI</b>	<b>488,209.43</b>	<b>571,730.00</b>	<b>4,819,629.23</b>	<b>4,567,896.99</b>	<b>6,861,133.00</b>	<b>70.25%</b>
<b>Revenue Over/Under Expenditures</b>	<b>293,195.66</b>	<b>12,356.00</b>	<b>849,599.22</b>	<b>104,807.01</b>	<b>147,923.00</b>	

ST Organizational Funding Fund						
Revenues						
Grants	-	-	-	-	-	0.00%
Charges for Services	-	-	-	-	-	0.00%
Transfer From Other	-	-	-	-	-	0.00%
Transfer From Sales Tax Fund	-	50,833.00	-	-	406,667.00	0.00%
Total Revenue-ST Organizational Funding	-	50,833.00	-	-	406,667.00	0.00%
Expenditures						
Personnel Services	-	-	-	-	-	#DIV/0!
Contractual Services	582.70	51,014.00	53,934.45	408,133.00	612,200.00	8.81%
Commodities	-	83.00	-	667.00	1,000.00	0.00%
Capital Outlay	-	-	-	-	-	0.00%
Total Expenditures-ST Organizational Fundin	582.70	51,097.00	53,934.45	408,800.00	613,200.00	8.80%
Revenue Over/Under Expenditures	(582.70)	(264.00)	(53,934.45)	(2,133.00)	(3,200.00)	
Debt Service Account - SEC						
Revenues						
Investment Income	-	-	-	-	-	
Transfer from Reserve Fund	229,534.38	-	-	-	1,836,275.04	
Transfer from Operating Funds	229,534.38	-	-	-	1,836,275.04	
Total Revenues	459,068.76	-	-	-	3,672,550.08	
Expenditures						
Principal Payments	-	-	1,480,000.00	-	-	
Interest Payments	-	-	616,806.25	-	-	
Investment Fees	-	-	-	-	-	
Total Expenditures	-	-	2,096,806.25	-	-	
Revenue Over/Under Expenditures	229,534.38	(264.00)	(260,531.21)	-	-	
Debt Service Account - Outdoor Regional Aquatics Facility						
Revenues						
Investment Income	-	-	5,480.62	-	-	
Transfer from COI fund	-	-	-	-	-	
Transfer from Operating Funds	57,825.00	-	262,843.25	-	-	
Total Revenues	57,825.00	-	268,323.87	-	-	
Expenditures						
Principal Payments	-	-	420,000.00	-	-	
Interest Payments	-	-	135,321.56	-	-	
Investment Fees	-	-	-	-	-	
Total Expenditures	-	-	555,321.56	-	-	
Revenue Over/Under Expenditures	57,825.00	(264.00)	(286,997.69)	-	-	



# Memorandum

**To:** Community Facility Advisory Board (CFAB)  
**From:** Assistant City Manager/Public Affairs, Melissa McCoy  
**Date:** September 28, 2022  
**Subject:** United Wireless Arena Ice Floor Repairs  
**Agenda Item:** New Business

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**Purpose:** There is a leak in the United Wireless Arena (Arena) ice floor in several miles of piping that comes into a header with over 280 connections incased in concrete. The leak needs to be fixed before ice can be installed to avoid further damage to the floor.

**Recommendation:** Recommend authorization for the City Manager to present the proposal for ice floor repairs to the City and County Commissions for approval at their next available meeting date.

**Background:** At the end of 2021, VenuWorks began to see issues with the ice plant at the Arena. Initially, it was thought that there was a problem with air in the lines but when the issue did not improve it was determined that there was a leak as brine was being lost at a rapid rate. Repair options were explored with, Gateway Mechanical Services (Gateway), the original contractor that installed the floor. It was determined that rather than completely draining the brine and pumping air through the system it would be best to do a ground penetration test with radar to find the leak. The radar test was completed in late spring and it revealed that there was a major leak along the header, but it did not reveal the specific location of the leak.

Gateway recommended that brine would need to be removed and a concrete contractor would need to cut an area in the floor removing a 4' by 85' length by 3' section below the header concrete. Then, all the main connection points to the header would be exposed, and new headers would be welded on. This entire process is anticipated to take 30 days and no other activities will be able to take place in the arena during the repairs.

Another attempt, to discover the exact location of the leak and decrease the scope of the project, tests were performed by American Leak Detection the week of September 19. To date the tests have not revealed the exact location of the leak so additional tests will be performed during the week of September 26. The cost for the additional testing is anticipated at \$13,000 which was authorized by the City Manager.

**CFAB Options:**

1. Approve
2. Disapprove
3. Table for further discussion

**Financial Considerations:** Gateway Mechanical Services provided the attached proposal to complete work to repair the ice floor. This includes work with a sub-contractor for the concrete removal and replacement but does not include a welder that would be at an additional cost.

**Amount \$:** 198,000. 00

Fund: 110            Dept: 53200    Expense Code: 42003

11053200 420003

Budgeted Expense       Grant             Bonds             Other

**Legal Considerations:** There are no legal considerations.

**Attachments:**

Gateway Mechanical Services Proposal

**Approved for the Agenda by:**

A handwritten signature in black ink, appearing to read "Melissa R. McCoy". The signature is fluid and cursive, with a large loop at the end.

Melissa R. McCoy, Assistant City Manager/Public Affairs



## Proposal

Quote# Q-034351MS R1

Date: September 20, 2022

Proposal To:

Brett Hoffman  
Director of Operations  
United Wireless Arena  
Managed by Dodge City  
4100 W. Comanche Dodge City Ks  
Office 620-371-7390  
Direct 620-371-7808  
bhoffman@unitedwirelessarena.com

We are pleased to provide **Budget** Price for headers replacement in conjunction including concrete contractor price:

- Brine should be removed from the floor & system at first by client.
- Concrete contractor needs to cut 4' wide x 85' length and 3" below the header concrete before we come to the site.
- Order materials to manufacture the headers in steel at our workshop.
- Send the headers to Dodge City, Kansas along with the rest of the materials.
- Once everything arrives, Fly down, pick up rental car and drive to site to get familiar.
- LOA, Travel are included
- Begin exposing all the circuits so we can splice them all.
- Weld or bolt up all the pieces of the headers by welder provided by client.
- Weld up the flanges to connect the mains, bolt up.
- Add all the splices to connect to the header nipples.
- Pressure test the headers to 40 psi, use snoop to test NOT dish soap.
- Concrete provider to install the rebar and steel mesh before pouring the concrete.
- Fill the system with the existing or new brine provided by client and top up the level and verify strength if required.

- We hereby propose to furnish, in accordance with the 2018 Uniform Building Code & the ACI Manual, all labor & materials to complete your project as described below:
  - We will cut, demolish, remove and construct 471 sq. ft. (4' by 90' complete plus shallow area on both sides of 8" wide) of 12." (in places) thickness, rebar # 4 doweled & wire reinforced 06/06-06/06)7.25 bag, pea gravel, special sand concrete. All concrete is rebar #4 doweled & if adjacent to building concrete has Hilti 200-R epoxy glue installed around the rebar so there is NO separation. Our management has checked with United maintenance & has stated to us that all access is allowed for our equipment, breakers, trucks & concrete ready mix trucks. With all this, Brak Hard Concrete will work to "Do No Harm".  
Brak-hard proposes to:
    - Saw parameter to full depth of a 4' x 90' section centered on headers
    - Break out a 4' x 90' section including headers with bobcats and nitrogen breakers and haul away
    - Saw cut 500+ vertical lines between exposed polytubes
    - Resaw parameter 4" to 8" out and only 5/8" depth
    - Break out concrete to expose polytubes with handheld units at least 4 inches
    - Redrill rebar grid into existing concrete and install wire re-mesh to specs
    - Place back concrete with vibration tool to a smooth trowel finish
    - Concrete Mix is special design with special aggregates and much greater cement content, so higher water content. These aggregates are a special order & will be pre-ordered. Replacement of the 60 psi polystyrene floor insulation, if damaged, is not included in our quote but we will assist & charge as noted below.
    - It is understood That unit prices will be used for final billing. This is due to possible changes. That may be made at the job site or more accurate measuring due to a completed concrete surface to measure. If enlarged than billing would be as follows: we would take the dollar amount divided by the sq. ft. In the event additional work is needed not covered by the above, Brak -Hard standard work field sheet will Kick in as used in the past on other city projects.

**Price: One hundred & Ninety eight Thousand Dollars  
only plus taxes (US \$ 198,000.00 + taxes)**

**Not Included:**

- Brine removal and storage or new brine. (Can be added)
- 2 polyfusion flanges if would be needed outside the slab to connect the steel headers to the mains. (Can be added)
- Welder charges for installation in Dodge City. (Can be added)
- No afterhours or weekend/holiday work
- Electrical work

We trust this meets your approval. Please contact the undersigned should you have any questions or concerns. If you wish to proceed with this project as described above, please sign below. You may affix purchase orders or otherwise in addition to this signed proposal.

Maulik Shah, Msc, PEng  
Sales Engineer  
Cell # 403 461 6703  
Gateway Mechanical Services Inc.

Accepted by:

Date:

Signature:

Purchase Order No.:

Terms and conditions:

- This quotation is valid for 30 days.
- Upfront payment – 75%
- Invoice is due upon receipt, 3% interest due on overdue accounts.
- Goods remain the property of Gateway Mechanical Services until paid in full.
- Work performed during regular business hours (unless otherwise noted).

## OTHER TERMS AND CONDITIONS OF SALE

1. **PROPOSALS** Proposals are based upon straight-time labour. Any request by the Customer for overtime shall be considered an extra. This Proposal expires 30 days after its date, subject to the provisions of the first sentence of the paragraph entitled "Acceptance of Terms".
2. **REMITTANCES** All invoices shall be due and payable upon receipt or as otherwise agreed upon and set forth in writing by Gateway Mechanical Services Inc. (hereinafter called "Seller"). The Customer, if so requested agrees to furnish Seller with all information including financial statements, necessary to make a proper credit appraisal. Refusal to supply information may cause this proposal to be withdrawn. Terms of payment originally granted are subject to the approval of continued credit status. Prices are subject to correction for error.
3. **PROGRESS PAYMENTS** Seller reserves the right to invoice Customer monthly as the work progresses, for all materials delivered to the job site or to an off-site facility and for all work performed on-site and off-site. Engineering, drafting and other mobilization costs incurred prior to installation shall be included in Sellers initial invoice and be equal to fifteen percent (15%) of the contract price. Invoices are due and payable within 30 days after receipt by Customer. If the Customer becomes overdue in any progress payment, Seller shall be entitled to suspend work, shall be entitled to interest on all amounts retained by Customer from progress payments or otherwise. Customer agrees that they will pay and/or reimburse Seller for any and all reasonable legal and administrative fees which are incurred by Seller in the collection of amounts due and payable hereunder.
4. **WARRANTY** Seller makes no guarantee with respect to material not manufactured by it.
5. **GOVERNING LAW** The law of the place of work shall govern the interpretation of any contract resulting from this proposal.
6. **LOSS, DAMAGE OR DELAY** Seller shall not be liable for any loss, damage or delay occasioned by any causes beyond Seller's control, including but not limited to, government actions or orders, embargoes, strikes, differences with workmen, fires, floods, accidents, (Force Majeure) or transportation delays. In no event shall seller be liable for any consequential damages.
7. **CANCELLATION AND SUSPENSION** Should the Customer decide to terminate or suspend any contract resulting from this proposal, the Seller, upon receipt of such notice, shall immediately discontinue the work and procurement of any supplies, facilities. Upon such termination or suspension, the Seller shall be entitled to payment only as follows: (1) for the actual cost of the work completed in conformity with the contract; (2) the costs for all purchases made but not received inclusive of material, equipment, facilities, rentals; (3) plus 10% of the previously noted costs.
8. **SCOPE OF WORK** The scope of work is outlined in Schedule A and outlines the products and services to be completed by the Seller for the customer. Any work outside of Schedule A will be separately negotiated.
9. **LIMITATION OF LIABILITY** The customer agrees that in no even shall the Seller be liable for any damages, including but not limited to, consequential damages, special damages, damages for loss of use or profits, which may arise due to negligence.
10. **ACCEPTANCE OF TERMS** This proposal shall become a binding contract between the Customer and Seller when accepted in writing by the Customer. Such acceptance shall be with mutual understanding that the terms and conditions of this proposal are a part thereof with the same effects as though signed by both parties named herein and shall prevail over any other inconsistent provision of said order.

No waiver, alteration, or modification of the terms and conditions on this and the attached hereof shall be binding unless in writing and signed by an authorized representative of Seller.

Accepted by: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Purchase Order: \_\_\_\_\_



# Memorandum

**To:** City Commission

**From:** City Manager, Nick Hernandez & Assistant City Manager/Public Affairs, Melissa McCoy

**Date:** 03/10/2022

**Subject:** Marketing/Media Specialist to Promote “Why Not Dodge” Projects

**Agenda Item:** New Business

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**Purpose:** The “Why Not Dodge” projects have an increased need and demand for better marketing and promotion.

**Recommendation:** Recommend to the joint City and County Commissions hiring a marketing/media specialist that will promote and market the “Why Not Dodge” facilities.

**Background:** The need for the position is based on feedback from operators/managers and growing demands for more consistent promotion of the “Why Not Dodge” facilities. This position would design/create promotional materials for both traditional and digital marketing efforts; including but not limited to brochures, signage, print advertising, and online advertising while maintaining the social media pages and websites. They would handle the development of special marketing projects or activities including merchandising and special event promotion. The specialist would assist in the planning process for budgeting of advertising/community promotion/printing line items and prepare statistical reports on projects and aid with marketing plans, photography, and videography.

**CFAB Options:**

1. Approve
2. Disapprove
3. Table for further discussion

**Financial Considerations:** This position would be shared with the City of Dodge City and half the salary would be paid by the City. The salary range is based on similar positions with a market rate at \$73,000 of total compensation including the benefits.

Amount for Why Not Dodge Funding \$36,500.

**Legal Considerations:** There are no legal considerations.

**Mission/Values:** This position meets with the core value of ongoing improvement where together we value progress, growth, and new possibilities by providing and preparing for the community's future.

**Approved for the Agenda by:**

A handwritten signature in black ink, appearing to read "Melissa R. McCoy". The signature is fluid and cursive, with a large, stylized flourish at the end.

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**Melissa R. McCoy, Assistant City Manager/Public Affairs**