

Dodge City/Ford County CFAB Advisory Board Meeting
City Hall
City Commissioners Chambers
Wednesday, September 25, 6:00 P.M.
Minutes

Welcome: Chair Ryan Rabe

Roll Call: Ryan Rabe, Martha Mendoza, Mike Martinez, Michael Burns, County Administrator JD Gilbert and City Manager Cherise Tieben

Call to Order: Chair Ryan Rabe

Consent Calendar:

1. Approval of Minutes from April 3, 2019 Meeting. Mike Martinez made a motion to approve the consent calendar and Martha Mendoza seconded. Motion passed 4-0.
2. Why Not Dodge Sales Tax Monthly Financial Report-City Finance Director Nicole May reported that the transfer for Organizational Funding has not yet been made and that sales tax has improved from last year.

Reports:

1. Progress Reports for 2019 CFAB Organizational Funding-Assistant City Manager/Public Affairs Melissa McCoy provided a progress report on the recipients' use of grant funds for 2019 as well as the funds remaining and their plans for implementation by the end of the year. All of the recipients met the requirements for assisting with the Kansas State Fair and assisting Tourism Coalition meetings.
2. Tournament Update-Sports and Events Coordinator Michael Harris provided an update on the 2019 Baseball/Softball tournament season where 255 teams participated and there were 10 tournaments. Revenues were up to just over \$48,000. Teams have expressed interest in more sanctioned tournaments. In addition, Michael provided updates on winter indoor tournaments as well as the state tournaments that have been held or will be held in Dodge City.
3. Long Branch Lagoon Update- Facility Director Cheyenne Schellhamer and Standguard Aquatics Co-owner Danielle Satterly-provided attendance numbers for 2019 and stated that this season ranked 3rd overall for the four years since Long Branch Lagoon opened. Standguard is gearing up for their Trunk-or Treat event on Saturday, October 26. In addition, they are working on hosting the Western Kansas Swim meet which could bring 400 to 500 swimmers to Dodge City.
4. Dodge City Raceway Park Update-General Manager Tommie Estes presented the proposed schedule for 2020 including a possible National Lawn Mower Association race on July 3 and 4. In addition, he reported on the Raceway Park car count and attendance comparison for 2017, 2018 and 2019. Overall attendance and the car count was up this season and the addition of the Little DCRP brought in more visitors.

Unfinished Business:

1. There was no unfinished business.

New Business:

1. 2020 “Why Not Dodge” Sales Tax Budget-City Finance Director Nicole May presented the Sales Tax Memo. She reported that the projected revenue for the sales tax project fund for 2020 is \$5,986,000 which is slightly higher than what was budgeted in 2019. There was \$475,000 in revenue budgeted from the admissions, programs and concessions for the Long Branch Lagoon. The other revenues are interest on idle funds, sign sponsorships and athletic field sports revenue. Nicole reported that the Sports Commission was added to the sales tax fund since the main activity comes from sports tournaments although the funding for this item is from the Convention and Visitors Bureau. She requested guidance from CFAB for the swirl bowl slide for the Long Branch Lagoon. The slide is budgeted in the Capital Improvement Budget for \$600,000 and would be paid for from the Sales Tax Depreciation and Replacement fund. The consensus of the board was that the budget should be approved as presented and then the sales tax should be evaluated after the 2020 season to determine if the swirl bowl slide project should be completed.

Michael Burns made a motion to approve the budget as presented and Mike Martinez seconded. The motion passed 4-0.

Next Meeting Date(s):

1. 6:00 pm, Wednesday, November 6, 2019

Adjournment- Mike Martinez made a motion to adjourn the Martha Mendoza seconded. The motion that passed unanimously.