

**SHELBY COUNTY
HOTEL/MOTEL TAX COMMITTEE
MINUTES OF DECEMBER 10, 2013**

VOTING MEMBERS

PRESENT:	Harlan City Council	Dave Miller
	Shelby County Supervisor	Roger Schmitz
	Harlan Resident	Lisa Meyer
	Rural Resident	Becky Miller
	Rural Business Owner	Kent Richards
	Shelby County Chamber	Jerry Henscheid

ABSENT: Harlan Business Owner Teresa Coenen

NON-VOTING MEMBERS

PRESENT:	Fiscal Agent	Marsha Carter
	Chamber, Executive Director	Dawn Cundiff
	Harlan City Manager	Terry Cox

GUESTS: Josh Hansen, Off Kilter Media; Darrel Wenzel & Steve Dresen, HMU; Ron Buck, City of Harlan; Steve Kenkel, Lori Christensen, Alan Mores.

The meeting was called to order by Chairman Miller at 1:00 p.m. Roll call is listed above.

The Chairman asked the members if there were any conflicts of interest for anything on the agenda. None were stated.

It was moved by Schmitz, seconded by Meyer, to approve the agenda. Motion carried.

It was moved by Miller, seconded by Richards, to approve the Minutes of September 10 and October 30, 2013. Motion carried.

Carter presented an updated Financial Report. It was moved by Schmitz, seconded by Meyer, to approve the Fiscal Agent Financial Report, as presented by Carter, showing a balance of \$57,028.17 as of November 30. Motion carried.

A discussion was held on authorizing a representative from this Committee to meet with the City Councils in Shelby County to make sure they are aware of the availability of Hotel/Motel Tax funds for their cities. Letters were sent to the cities last year to try to organize visits with the city councils, but no visits were actually scheduled. Miller volunteered to take over this project. It was moved by Richards, seconded by Miller, to

authorize Miller to represent this Committee and distribute information to the city councils and to authorize reimbursement for Miller's mileage when attending these meetings. Motion carried with Miller abstaining from the vote. Carter will send notices to all the city councils.

2013-26 - Forgotten Art...The Artist - After Action Report - Carter read a note from Kris Olson Harmon, thanking the Committee for the grant. She stated it was a successful event with visitors from 28 cities and 4 states and many positive comments about our community.

2013-27 & 33 - Downtown Christmas Lights - After Action Report - Everyone agreed that the Lighting Ceremony held on November 29 was a huge success, with approximately 500 people in attendance. Chairman Miller had attended the event and agreed it was a great event. He asked for comments from the group. Schmitz, Miller, Meyer, and Cox were not able to attend, but had heard nothing but good comments. Darrel Wenzel and Steve Dresen, HMU, thought everything went very well. Ron Buck, City of Harlan, reported everyone loved Santa and his two elves and about 130 Christmas stockings filled with toys were handed out to the kids. Henscheid reported that the marshmallow roasting and buggy rides were very popular. Carter stated that FMCTC had sponsored the coffee, hot chocolate, cookies and even the marshmallows. They served about 25 gallons of coffee and hot chocolate and 500 Christmas cookies. Josh Hansen, Off Kilter Media, stated he thought everything went well with the set up and the actual ceremony and appreciated the cooperation between all the groups. They are still working on a couple of technical issues, but the lights and music are working every night. Another sign showing which radio station to tune in was added last week. Cundiff had no comments.

NEXT YEAR: Cox did report that No Parking signs had been put up on the east side of the square, with the hope of leaving them up all season, but because of complaints from the store owners, they were taken down on Tuesday. HMU had turned off the street lights on square except on the south side. Henscheid thought it added to the atmosphere, but some thought it was too dark. He also stated there was some confusion about where to stand in line for Santa and the carriage rides. Buck stated that it would be great if Santa could be by a stationery tree that remained lit for those parents that took pictures of their kids with Santa. Carter was concerned that a car might hit one of the buggies and maybe reflectors of some kind should be required on the buggies. Miller suggested a tent/shelter for Santa so the little kids would not have to stand out in the cold.

GRANTS:

2013-34 - Western Iowa Visitors Guide - Harlan Newspapers - \$1299 - It was moved by Schmitz, seconded by Henscheid, to approve the \$1,299 for the two page ad for

“Shelby County – A Destination...” in the 2014 Western Iowa Visitors Guide and to authorize the Fiscal Agent to issue the check upon receipt of the invoice. Motion carried.

2013-35 – Western Iowa Visitors Guide – Harlan Newspapers – \$499 - It was moved by Schmitz, seconded by Henscheid, to approve the \$499 for the motel ad in the 2014 Western Iowa Visitors Guide and to authorize the Fiscal Agent to issue the check upon receipt of the invoice. Motion carried.

2013-36 – Harlan HarvestFest – Harlan Newspapers – \$2,000 - It was moved by Meyer, seconded by Miller, to approve the \$2000 for the advertising costs for the 2013 HarvestFest and to authorize the Fiscal Agent to issue the check. Motion carried.

2013-37 – Iowa Group Travel Association – Shelby County Chamber – \$225 - It was moved by Schmitz, seconded by Miller, to approve the \$225 for the Chamber’s dues to the Iowa Group Travel Association and to authorize the Fiscal Agent to issue the check. Motion carried.

2013-38 – Holiday Light Gala – Shelby County – \$2000 - It was moved by Richards, seconded by Miller, to approve an amount not to exceed \$2,000 to cover the costs of adding a “Salute to the Troops” light show starting December 26 through New Years Day, ads reminding people that the light show will be on every night through New Years Day, and any additional expenses for the Holiday Light Gala that have still not been turned in. Check to be issued upon presentation of the paid invoices. Motion carried.

2013-39 – Hybrid Corn Pioneers Museum and Corn Expo – Steve Kenkel – \$3,000 - Kenkel requested reimbursement for 50 copies of his new book, which he hopes to distribute statewide. This book covers the history of hybrid corn in Iowa and markets his museum and expo. He also informed this Committee that his publisher did some research, and it appears that Kenkel’s museum is the only one of its kind in the United States. It was moved by Schmitz, seconded by Meyer, to approve an amount not to exceed \$3,000 for printing and marketing costs. Check to be issued upon presentation of the paid invoices. Motion carried.

ACTION ITEMS FOR NEXT MEETING:

1. Time allowed for completion of an approved project. Should there be a deadline set when the grant is approved?
2. Carter will accumulate a list of things that worked and things that didn’t for the Holiday Light Gala for next year.
3. Renee Hansen, a member of Carter’s staff, presented information about a city in Ohio that has expanded their Holiday lights to include the residential areas. This

city hands out maps so anyone can tour the city and see the lights. She would be willing to chair a committee to get something like this organized if the Hotel/Motel Committee would provide some financial support in the form of contest prizes, money for the residents/store owners to purchase decorations, etc.

4. Expansion of lights on the square and beyond.
5. Proposals for an artificial tree and rooftop lighting
6. Possibly selling sponsorship for the tree – “You can buy one foot of the tree for \$XXX.”
7. Did HMU have any storage issues with the current downtown lights?
8. Will any changes be needed to the light show due to the new street lights?

The next scheduled meeting of this Committee will be March 11, 2014 at 1:00 P.M. The Chairman may call additional meetings prior to this date if deemed necessary.

The Chairman asked if there was any other business that needed to come before this Committee. There being none, the Chairman declared the meeting adjourned at 2:31 P.M.

Respectfully submitted,

Marsha J. Carter
Shelby County Auditor and
Secretary to this Committee

**SHELBY COUNTY
HOTEL/MOTEL TAX COMMITTEE
MINUTES OF OCTOBER 30, 2013**

VOTING MEMBERS

PRESENT:	Harlan City Council	Dave Miller
	Shelby County Supervisor	Roger Schmitz
	Rural Resident	Becky Miller
	Shelby County Chamber	Jerry Henscheid

ABSENT:	Harlan Business Owner	Teresa Coenen
	Harlan Resident	Lisa Meyer
	Rural Business Owner	Vacant

NON-VOTING MEMBERS

PRESENT:	Fiscal Agent	Marsha Carter
	Chamber, Executive Director	Dawn Cundiff
	Harlan City Manager	Terry Cox

ABSENT: None

GUESTS: Josh Hansen & Jason Erickson, Off Kilter Media; Darrel Wenzel, Dave Goede & Steve Dresen, HMU; Ron Buck, City of Harlan.

The meeting was called to order by Chairman Miller at 1:00 p.m. Roll call is listed above.

The Chairman asked the members if there were any conflicts of interest for anything on the agenda. None were stated.

It was moved by Schmitz, seconded by Miller, to approve the agenda. Motion carried.

GRANTS:

2013-33 - Downtown Christmas Lighting Ceremony - Advertising - \$3,000 - Henscheid presented possible advertising costs for the official lighting ceremony on November 29 from the Harlan Newspaper and KNOD Radio. Miller stated that advertising needed to be done inside and outside of Shelby County. Henscheid also proposed hiring someone to provide horse and buggy rides. HMU will put up the lights with the help of the Harlan Fire Department's ladder truck and has agreed to store them afterwards. An HMU employee has volunteered to be Santa, but will need treats to hand out to the

children. Carter stated that coffee, hot chocolate and Christmas cookies could be served in the Courthouse main hallway. It was moved by Schmitz, seconded by Miller, to authorize an amount not to exceed \$3,000 to cover the cost of all of the above items since every item listed will bring people to Downtown Harlan. Check to be issued upon presentation of the paid invoices. Motion carried.

Even though this Committee's responsibility was never meant to include event planning, the Committee felt this event was important enough to warrant their involvement in the planning stages. The time was used for the City, County, HMU and Off Kilter Media to sit down and put their schedules together. Another meeting could be called prior to November 29, if necessary.

Discussion was held on the schedule for putting up the lights to the testing of those lights. Off Kilter will be working closely with HMU since HMU will actually be putting up the lights. Carter volunteered to be in charge of the food. Schmitz suggested Carter contact FMCTC for help with the food. Henscheid will look for volunteers to help with organizing and advertising this event. Cox stated the Harlan Fire Department could deliver Santa on a fire engine, or the horse and buggy might also be an option.

The next scheduled meeting of this Committee will be December 10, 2013 at 1:00 P.M. The Chairman may call additional meetings prior to this date if deemed necessary.

The Chairman asked if there was any other business that needed to come before this Committee. There being none, the Chairman declared the meeting adjourned at 2:00 P.M.

Respectfully submitted,

Marsha J. Carter
Shelby County Auditor and
Secretary to this Committee

**SHELBY COUNTY
HOTEL/MOTEL TAX COMMITTEE
MINUTES OF SEPTEMBER 10, 2013**

VOTING MEMBERS

PRESENT:	Harlan City Council	Dave Miller
	Shelby County Supervisor	Roger Schmitz
	Harlan Resident	Lisa Meyer
	Shelby County Chamber	Jerry Henscheid

ABSENT:	Harlan Business Owner	Teresa Coenen
	Rural Business Owner	Doug Robinson
	Rural Resident	Delbert Hull

NON-VOTING MEMBERS

PRESENT:	Fiscal Agent	Marsha Carter
	Chamber, Executive Director	Dawn Cundiff

ABSENT:	Harlan City Manager	Terry Cox
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GUESTS: Steve Kenkel, Jack Heese, Mike Wohlhutter, Joyce Gradoville, Alan Mores

Meyer had notified Carter that she would be late, and her attendance was needed to have a quorum. Chairman Miller asked those grant recipients who had appeared to give their After-Action Reports to proceed.

2013-6 - Retail/Dining/Brochures - After Action Report - Alan Mores reported that 15,000 had been printed, and the project had come in under budget by \$360. Even though several had proofread the document, there were some things that will be corrected in the next printing. The brochures were distributed during RAGBRAI and have been taken to the Welcome Centers. The Chamber will store and distribute the remaining brochures.

2013-13 - Roar Into Harlan - After Action Report - Mike Wohlhutter thanked the Committee for their support and reported that the project gets bigger and better every year.

2013-14 - RAGBRAI - After Action Report - RAGBRAI - Miller reported there were approximately 25,000 overnight guests. The RAGBRAI Committee profited \$37,000, so the \$10,000 Hotel/Motel Grant was refunded to Carter to deposit back into the fund.

2013-15 - Freedom Rock - After Action Report - Jack Heese reported they are receiving visitors to the Rock daily from all over the United States, approximately 1,000 to date.

2013-23 - Hybrid Corn Pioneers Expo - After Action Report - Steve Kenkel reported he had 1,410 registered visitors plus several hundred unregistered. There were visitors from 13 different states. Governor Brandstad also attended. Kenkel's profit of \$2,800 was donated to Ovarian Cancer Research.

The meeting was called to order by Chairman Miller at 1:40 p.m. Roll call is listed above.

The Chairman asked the members if there were any conflicts of interest for anything on the agenda. None were stated.

It was moved by Schmitz, seconded by Meyer, to approve the agenda. Motion carried.

It was moved by Schmitz, seconded by Meyer, to approve the Minutes of June 11 and July 29, 2013. Motion carried.

Carter presented an updated Financial Report. It was moved by Schmitz, seconded by Henscheid, to approve the Fiscal Agent Financial Report, as presented by Carter, showing a balance of \$47,371. Motion carried.

A discussion was held on the County-appointed members to this Committee. Doug Robinson had notified Carter that he was resigning. He had now missed three consecutive meetings due to scheduling conflicts and did not feel he was doing justice to his position. Delbert Hull had also missed three consecutive meetings. Schmitz stated that he will consult with the other members of the Board of Supervisors and appoint two new members to this Committee.

Carter presented two proposed amendments to the Grant Guidelines. They are noted in red in the attached copy. Cundiff stated that the Chamber did not agree with the wording of the amendments. She will forward suggested wording to Carter before the next meeting so no action was taken.

GRANTS:

2013-28 - Western Iowa Tourism Region Dues - Shelby County - \$500 - This has been historically paid from Hotel/Motel Tax collections. It was moved by Henscheid, seconded by Schmitz, to approve the \$500 for the dues and authorize the Fiscal Agent to issue the check. Motion carried.

2013-29 - "OUR IOWA" Magazine Ad - Shelby County Chamber - \$908 - It was moved by Miller, seconded by Meyer, to approve the \$908 for the ad and authorize the Fiscal Agent to issue the check. Motion carried.

2013-30 - Potter House Bed & Breakfast - Advertising/Marketing - \$5,000 - It was moved by Meyer, seconded by Henscheid, to approve an amount not to exceed \$5,000 for advertising and marketing. Check to be issued upon presentation of paid invoices. Motion carried.

2013-31 - Shelby County Chamber - Website Hosting - \$79.90 - It was moved by Meyer, seconded by Henscheid, to approve the final bill for \$79.90 for website hosting for the Chamber and authorize the Fiscal Agent to issue the check. Motion carried.

2013-32 - Freedom Rock - Shelter/Brochure Racks - \$5,000 - Jack Heese stated that \$26,000 had been received in donations to cover expenses thus far. A shelter would double the life of the paint and provide a place for a brochure rack that would be available for anyone to place tourism brochures. It was moved by Schmitz, seconded by Miller, to approve an amount not to exceed \$4,000 for marketing and for the brochure racks inside the shelter. Check to be issued upon presentation of the paid invoices. Motion carried.

Downtown Rooftop Lighting Project - Henscheid presented a proposal to purchase lights to be attached to the rooftop of the stores around the downtown square and one block off in each direction. These lights would stay up all year and would be programmed to display for many events/holidays throughout the year. This first proposal came in at over \$90,000, and Henscheid will be seeking proposals from other sources. It was the consensus of this Committee that they would support this project, if asked, but not sure at what level. Henscheid will continue to work on the project.

The next scheduled meeting of this Committee will be December 10, 2013 at 1:00 P.M. The Chairman may call additional meetings prior to this date if deemed necessary.

The Chairman asked if there was any other business that needed to come before this Committee. There being none, the Chairman declared the meeting adjourned at 2:35 P.M.

Respectfully submitted,

Marsha J. Carter
Shelby County Auditor and
Secretary to this Committee

**SHELBY COUNTY
HOTEL/MOTEL TAX COMMITTEE
MINUTES OF JULY 29, 2013**

VOTING MEMBERS

PRESENT:	Harlan City Council	Dave Miller
	Harlan Business Owner	Teresa Coenen
	Harlan Resident	Lisa Meyer
	Shelby County Chamber	Jerry Henscheid

ABSENT:	Shelby County Supervisor	Roger Schmitz
	Rural Business Owner	Doug Robinson
	Rural Resident	Delbert Hull

NON-VOTING MEMBERS

PRESENT:	Fiscal Agent	Marsha Carter
	Harlan City Manager	Terry Cox

ABSENT:	Chamber, Executive Director	Dawn Cundiff
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GUESTS: None

The meeting was called to order by Chairman Miller at 1:00 p.m. Roll call is listed above.

The Chairman asked the members if there were any conflicts of interest for anything on the agenda. None were stated.

It was moved by Coenen, seconded by Meyer, to approve the agenda. Motion carried.

Carter presented an updated Financial Report. It was moved by Coenen, seconded by Meyer, to approve the Fiscal Agent Financial Report, as presented by Carter, showing an Undesignated Balance as of June 30, 2013 of \$39,090.53. Motion carried.

GRANTS:

2013-27 - Courtyard Christmas Light Project - \$10,000.

It was moved by Meyer, seconded by Henscheid, to approve an amount not to exceed \$10,000.00 for a Multi-Year Project to add Christmas lights to the east side of the Shelby County Courthouse Courtyard that dance to music and for new lights on the remaining bushes and trees around the Downtown Square. Check to be issued upon presentation of invoice. Motion carried.

The next scheduled meeting of this Committee will be September 10, 2013 at 1:00 P.M. The Chairman may call additional meetings prior to this date if deemed necessary.

The Chairman asked if there was any other business that needed to come before this Committee. There being none, the Chairman declared the meeting adjourned at 1:30 P.M.

Respectfully submitted,

Marsha J. Carter
Shelby County Auditor and
Secretary to this Committee

**SHELBY COUNTY
HOTEL/MOTEL TAX COMMITTEE
MINUTES OF JUNE 11, 2013**

VOTING MEMBERS

PRESENT:	Harlan City Council	Dave Miller
	Harlan Business Owner	Teresa Coenen
	Shelby County Supervisor	Roger Schmitz
	Shelby County Chamber	Jerry Henscheid

ABSENT:	Harlan Resident	Lisa Meyer
	Rural Business Owner	Doug Robinson
	Rural Resident	Delbert Hull

NON-VOTING MEMBERS

PRESENT:	Fiscal Agent	Marsha Carter
	Harlan City Manager	Terry Cox

ABSENT:	Chamber, Executive Director	Dawn Cundiff
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GUESTS: Ralph Wingert, Kristine Olson Harmon, Mary Murtaugh, Steve Kenkel, Mel Hursey, Karen Schlueter, Pat Honeywell, Mark Petersen

The meeting was called to order by Chairman Miller at 1:00 p.m. Roll call is listed above.

The Chairman asked the members if there were any conflicts of interest for anything on the agenda. None were stated.

It was moved by Coenen, seconded by Henscheid, to approve the agenda. Motion carried.

It was moved by Schmitz, seconded by Coenen, to approve the minutes of April 3, 2013, as presented by Carter. Motion carried.

Carter presented an updated Financial Report. It was moved by Schmitz, seconded by Coenen, to approve the Fiscal Agent Financial Report, as presented by Carter, showing an Undesignated Balance as of May 31, 2013 of \$33,182.08. Motion carried.

It was moved by Coenen, seconded by Schmitz, to receive and file the Final Report from Williams & Company covering their review of the Shelby County Chamber's

management of the Hotel/Motel Tax funds from 2003 through 2012. No discrepancies were noted. Motion carried.

Hull was absent so there was no update on the visits with the City Councils.

Ralph Wingert appeared before the Committee to present ideas for three different one-day bus tours in Shelby County. He had helped organize these tours in the past. They were very successful, and he would like to see them revived. Because of health reasons, he could not be in charge, but was willing to help. The Committee members stated that this Committee was not put in place to organize tours, but would certainly consider helping to fund such a project. Chairman Miller asked Henscheid to present these ideas to the Chamber, but if they are not interested in spearheading this kind of project, to bring it back to this Committee for further discussion.

Discussion was held on the Western Iowa Tourism website. Coenen stated that a lot of Shelby County activities were not listed on their calendar. Carter will research if you have to be a dues-paying member to have access to their calendar, and if so, she will find out who is currently paying the dues for the County.

Discussion was held on grant requests for events that are held outside Shelby County's borders, but the office of operations is within the County. An example would be Carstens Farms. Carter asked if the Committee felt a written policy was needed. It was a consensus of the Committee that the wording in the guidelines that each request will be reviewed on a case-by-case basis was sufficient.

GRANTS:

2013-16 - 3rd Annual Art in the Park - After Action Report.

Kris Olson Harmon reported the event was a success with 50 artists in attendance. There were visitors from over 20 communities across Iowa and at least four other states- Minnesota, Illinois, Nebraska, and Texas. She is already planning another event in November.

2013-17 - Family Fun Weekend - Settle Inn, Mary Murtaugh - After Action Report.

Mary Murtaugh reported the \$144.00 spent on advertising for the event was a failure with not one overnight stay at the motel. She requested that the Committee support lowering the Hotel/Motel Tax. Her opinion is that people are not staying at the Settle Inn because the tax is too high. She also stated there is no community support for the motel.

2013-18 - Western Iowa Tourism Guide Ad - Harlan Newspapers - \$499. It was moved by Schmitz, seconded by Henscheid, to approve an amount not to exceed \$499.00 for an ad in the Western Iowa Tourism Guide, promoting the Shelby County motels. Check to

be issued upon presentation of final invoice. Motion carried. (This was previously approved by an email vote on April 10, 2013.)

2013-19 - Shelby 5K Run - City of Shelby - \$2,000. It was moved by Schmitz, seconded by Coenen, to approve an amount not to exceed \$300.00 for the course certification and \$500.00 for advertising. Check to be issued upon presentation of final invoice. Motion carried. (See note after adjournment.)

2013-20 - Shelby County Chamber Tourism Expenses - \$161.40. It was moved by Schmitz, seconded by Miller, to deny this request because the Chamber had been informed that the request must be submitted prior to expenses being accrued. Schmitz also added that these were Chamber expenses, not tourism. Motion carried.

2013-21 - New Boundary Fence - Carstens Farms - \$2,022.30. Chairman Miller moved this request to be discussed along with 2013-24.

2013-22 - Advertising for Carstens Farm Days - \$2,500. It was moved by Coenen, seconded by Schmitz, to approve an amount not to exceed \$2,500 for advertising. Check to be issued upon presentation of final invoice. Motion carried. (See note after adjournment.)

2013-23 - Hybrid Corn Pioneers Historical Expo - Steve Kenkel - \$2,165.16. Kenkel reported that he has had visitors to his museum from nine states. It was moved by Schmitz, seconded by Henscheid, to approve an amount not to exceed \$2,165.16 for advertising. Check to be issued upon presentation of final invoice. Motion carried.

2013-24 - New Show Ring - Shelby County Fair Corp. - \$20,000. The Chairman had moved 2013-21 to be discussed at the same time as this request. It was moved by Miller, seconded by Coenen, to deny Request No. 2013-21 and 2013-24 because these are both capital projects and do not meet this Committee's definition of tourism. Motion carried.

2013-25 - Interstate Signage - Pryor House Bed & Breakfast - \$2,500. It was moved by Miller, seconded by Schmitz, to approve an amount not to exceed \$2,500 for interstate signage. Check to be issued upon presentation of final invoice. Motion carried. (See note after adjournment.)

2013-26 - Forgotten Art...The Artist - Kristine Olson Harmon - \$1,000. It was moved by Coenen, seconded by Henscheid, to approve an amount not to exceed \$750 for advertising and marketing only. Check to be issued upon presentation of final invoice. Motion carried.

Chairman Miller asked each grant applicant to be sure to encourage any event attendees to check out the County's motels. He also reminded them that the Hotel/Motel Tax

Committee's logo must be on all paper advertising, and an After Action Report will be required.

OTHER BUSINESS:

After review of all the grant requests, the question was raised if the City of Shelby was collecting Hotel/Motel Tax, and if so, how was it being used? Carter will research and report to the Committee.

The next scheduled meeting of this Committee will be September 10, 2013 at 1:00 P.M. The Chairman may call additional meetings prior to this date if deemed necessary.

The Chairman asked if there was any other business that needed to come before this Committee. There being none, the Chairman declared the meeting adjourned at 3:45 P.M.

Respectfully submitted,

Marsha J. Carter
Shelby County Auditor and
Secretary to this Committee

SPECIAL ADDITION TO JUNE 11, 2013 MINUTES:

On June 12, Carter reported to the Committee by email that the City of Shelby has collected \$20,730.22 in Hotel/Motel Tax since 2009, according to the Department of Revenue's website. When contacted, the City Clerk stated that the money was used for economic development and beautification projects in their city.

On June 13, an email vote was taken on the following question: Based on information received after the meeting that the City of Shelby is collecting Hotel/Motel Tax and using it to fund their own economic development/beautification projects, should the Committee rescind the motions passed at the June 11, 2013 meeting of the Shelby County Hotel/Motel Tax Committee approving the following grant requests: 2013-19 - City of Shelby-Shelby 5K Run Advertising & Certification - \$800; 2013-22 - Carstens 1880 Farmstead-Advertising - \$2500; 2013-25 - Pryor House Bed & Breakfast-Signage - \$2500?

YES to rescind the motion - By email - Miller, Coenen, Meyer, Hull
By phone/in person - Schmitz, Henscheid, Robinson

NO to NOT rescind the motion - None

Motion is rescinded and grants denied. Carter will notify the grant applicants.

**SHELBY COUNTY
HOTEL/MOTEL TAX COMMITTEE
MINUTES OF APRIL 3, 2013**

VOTING MEMBERS

PRESENT:	Harlan City Council	Dave Miller
	Harlan Business Owner	Teresa Coenen
	Shelby County Supervisor	Roger Schmitz
	Rural Resident	Delbert Hull
	Rural Business Owner	Doug Robinson
	Shelby County Chamber	Jerry Henscheid

ABSENT: Harlan Resident Lisa Meyer

NON-VOTING MEMBERS

PRESENT: Fiscal Agent Marsha Carter

ABSENT: Harlan City Manager Terry Cox
Chamber, Executive Director Dawn Cundiff

GUESTS: Jack Kenkel, Vince Heese, Mary Murtaugh, Alan Mores

The meeting was called to order by Chairman Miller at 1:00 p.m. Roll call is listed above.

The Chairman asked the members if there were any conflicts of interest for anything on the agenda. None were stated.

It was moved by Hull, seconded by Coenen, to approve the agenda. Motion carried.

It was moved by Schmitz, seconded by Hull, to approve the minutes of March 20, 2013, as presented by Carter. Motion carried.

Carter presented an update to the March 20 Financial Report. As of April 3, the total Undesignated Fund balance was \$40,323.44. It was moved by Coenen, seconded by Schmitz, to approve the "unofficial" Fiscal Agent Financial Report, as presented by Carter. Motion carried.

Alan Mores, representing the Harlan Newspapers, presented options for a Hotel/Motel Tax logo. Carter had completed an "email vote" prior to this meeting on the question of whether or not to include all four Shelby County motels in the logo since Elk Horn keeps their own Hotel/Motel Tax (Copy attached). The consensus of the Committee

was to include all four. After much discussion, it was moved by Coenen, seconded by Robinson, to approve the final version of the logo as attached to these minutes, which the Harlan Newspaper created at no charge to this Committee. Motion carried.

It was moved by Miller, seconded by Hull, to approve a shortened version of the logo, also attached to these minutes, to be used on the Hotel/Motel Tax Committee letterhead. Motion carried.

GRANTS:

2013-15 - Freedom Rock - Legion Post 615, Earling - \$30,000.

The \$30,000 is only an estimate of the entire project – to purchase the 16 ton rock, move it to the site in Earling, landscaping, etc. plus the \$6,000 for Ray Sorensen to paint it. The estimated completion date is July 1, 2013. It was moved by Coenen, seconded by Schmitz, to approve \$6,000 to pay for the rock to be painted and encourage them to reapply for more funding if the donations do not cover their costs. Motion carried.

2013-16 - Art in the Park - \$500 & The Forgotten Art...the Artist - \$500 - Advertising and Supplies - Kristine Olson Harmon. It was moved by Coenen, seconded by Hull, to approve an amount not to exceed \$500 for the Art in the Park event and to authorize the Fiscal Agent to issue the check upon presentation of invoices totaling the amount of the grant award. An After Action Report will be required so Harmon can report on how many out-of-county visitors attended this event. Harmon is encouraged to reapply for The Forgotten Artist event closer to November. Motion carried.

2013-17 - Family Fun Weekend - Settle Inn, Mary Murtaugh - Advertising - \$150. It was moved by Coenen, seconded by Schmitz, to approve an amount not to exceed \$150 for advertising for Family Fun Weekend and to authorize the Fiscal Agent to issue the check upon presentation of invoices totaling the amount of the grant award. An After Action Report will be required so Murtaugh can report on how many out-of-county visitors attended this event. Motion carried.

OTHER BUSINESS:

Discussion was held again on possible grant requests from organizations located outside of Shelby County, but their office of operations is located within Shelby County. Carstens Farms would be an example. Robinson, who is from the Shelby area, will discuss this with the people in his area.

Carter reported that letters had been sent out to all the City Councils requesting that time be set aside at an upcoming council meeting for Hull to present information about the availability of the Hotel/Motel Tax Funding. Hull stated he is already being contacted.

The next scheduled meeting of this Committee will be June 11, 2013 at 1:00 P.M. The Chairman may call additional meetings prior to this date if deemed necessary.

The Chairman asked if there was any other business that needed to come before this Committee. There being none, the Chairman declared the meeting adjourned at 2:30 P.M.

Respectfully submitted,

Marsha J. Carter
Shelby County Auditor and
Secretary to this Committee

**SHELBY COUNTY
HOTEL/MOTEL TAX COMMITTEE
MINUTES OF MARCH 20, 2013**

VOTING MEMBERS

PRESENT:	Harlan City Council	Dave Miller
	Harlan Resident	Lisa Meyer
	Shelby County Supervisor	Roger Schmitz
	Rural Resident	Delbert Hull

ABSENT:	Harlan Business Owner	Teresa Coenen
	Rural Business Owner	Doug Robinson
	Shelby County Chamber	Jerry Henscheid

NON-VOTING MEMBERS

PRESENT:	Fiscal Agent	Marsha Carter
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ABSENT:	Harlan City Manager	Terry Cox
	Chamber, Executive Director	Dawn Cundiff

GUESTS: Mike Schomers, Aaron Anliker, Mike & Pat Wohlhutter

The meeting was called to order by Chairman Miller at 1:00 p.m. Roll call is listed above.

The Chairman asked the members if there were any conflicts of interest for anything on the agenda. None were stated.

It was moved by Hull, seconded by Schmitz, to approve the agenda. Motion carried.

It was moved by Schmitz, seconded by Hull, to approve the minutes of March 8, 2013, as presented by Carter. Motion carried.

Carter stated that the County and the City had received the Hotel/Motel Tax funds from the State for the Quarter Ending 12-31-2012. With that deposit minus the grant expenses, the balance of the fund is approximately \$64,927. The grants that have been approved, but not yet paid, total \$10,643 plus the outstanding invoice from the audit firm leaves an undesignated fund balance of approximately \$50,000 as of the date of this meeting. It was moved by Hull, seconded by Meyer, to approve the "unofficial" Fiscal Agent Financial Report, as presented by Carter. Motion carried.

It was moved by Hull, seconded by Schmitz, to approve the final version of the Hotel/Motel Tax Committee Grant Program Guidelines. Motion carried. The Chairman noted that this document will be re-visited regularly and updated as needed. These Guidelines and the Application are attached to these minutes.

GRANTS:

2013-13 - Roar Into Harlan - Mike & Pat Wohlhutter - Advertising & Insurance - \$3,965. It was moved by Meyer, seconded by Hull, to approve an amount not to exceed \$3,965 for advertising and insurance costs and to authorize Carter to issue a check for \$2,000 up front with the remainder to be paid when presented with invoices for the total amount of the grant. Motion carried.

2013-14 - Harlan RAGBRAI Committee - Seed Money - \$10,000. It was moved by Meyer, seconded by Schmitz, to approve an amount not to exceed \$10,000 for seed money for this event and to authorize the Fiscal Agent to issue the check. Invoices totaling the amount of the grant are required to be filed with the Fiscal Agent before the grant is closed out. The City will return any unspent funds to this Committee. Motion carried.

OTHER BUSINESS:

Discussion was held on possible grant requests from organizations located outside of Shelby County, but their office of operations is located within Shelby County. Carstens Farms would be an example. Robinson, who is from the Shelby area, was unable to attend today's meeting so this will be a discussion topic at a future meeting or when such a request is filed.

Discussion was held on possible grant requests from hotel/motels for advertising before events inviting people to do the overnight stays at their facilities. The Committee members thought the hotel/motels should be working with the event coordinators and ask to be included as part of their advertising grant request. More discussion will be held at a future meeting or when such a request is filed.

Discussion was held on the best way to get the word out to possible applicants across the County of the availability of Hotel/Motel Tax Grants. Hull volunteered to meet with the other ten city councils across the County over the next few months. It was moved by Miller, seconded by Schmitz, to reimburse Hull for his mileage at the Federal rate for attending these meetings as part of our promotion of tourism. Motion carried.

Discussion was held on the repair/replacement of the two "Welcome to Shelby County" signs and the possible addition of three more in the near future. The County has taken over the maintenance of these signs, but may apply for funds for the new

ones. It was the consensus of the Committee that it was not necessary for these signs to have lighting. Hull volunteered to research the costs for this project for the County.

The next scheduled meeting of this Committee will be June 11, 2013 at 1:00 P.M. The Chairman may call additional meetings prior to this date if deemed necessary.

The Chairman asked if there was any other business that needed to come before this Committee. There being none, the Chairman declared the meeting adjourned at 2:40 P.M.

Respectfully submitted,

Marsha J. Carter
Shelby County Auditor and
Secretary to this Committee

**SHELBY COUNTY
HOTEL/MOTEL TAX COMMITTEE
MINUTES OF MARCH 8, 2013**

VOTING MEMBERS

PRESENT:	Harlan City Council	Dave Miller
	Harlan Business Owner	Teresa Coenen
	Harlan Resident	Lisa Meyer
	Shelby County Supervisor	Roger Schmitz

ABSENT:	Rural Resident	Delbert Hull
	Rural Business Owner	Doug Robinson
	Shelby County Chamber	Jerry Henscheid

NON-VOTING MEMBERS

PRESENT:	Fiscal Agent	Marsha Carter
	Harlan City Manager	Terry Cox

ABSENT:	Chamber, Executive Director	Dawn Cundiff
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GUESTS: Mike Schomers, Alan Mores, Aaron Anliker, Lori Christensen

The meeting was called to order by Chairman Miller at 1:00 p.m. Roll call is listed above.

The Chairman asked the members if there were any conflicts of interest for anything on the agenda. None were stated.

It was moved by Coenen, seconded by Meyer, to approve the agenda. Motion carried.

It was moved by Schmitz, seconded by Meyer, to approve the minutes of February 26, 2013, as presented by Carter. Motion carried.

There was no new financial information presented.

Discussion was held on the Grant Guidelines. Carter will send out another draft with the changes suggested and put on the next agenda for final approval.

It was moved by Schmitz, seconded by Coenen, to approve the Grant Application form with one correction. Motion carried. Carter will send out the final form. It will be posted on the Shelby County and the City of Harlan websites as soon as the Grant Guidelines are finalized.

Carter asked for clarification on bills presented by the Chamber. It was a consensus of the Committee that any future bills presented by the Chamber would be required to be meet all the requirements in the Grant Guidelines, just like any other grant request.

Discussion was held on www.exploreshelbycounty.com website. Cundiff had presented a letter signed by Scott Petersen, President of the Shelby County Chamber, giving the Committee three options. These are set out in the February 26, 2013 minutes of this Committee. It was moved by Coenen, seconded by Schmitz, to receive and file this letter, with no further action being taken. Motion carried.

Schmitz reported that the Board of Supervisors had taken official action on March 5, 2013, to take over the maintenance of the two Explore Shelby County billboards. Additional ones will hopefully be erected on the east and west county lines on Hwy 44 and the north county line on Hwy 59.

Discussion was held on Grant No. 2013-1 for \$10,000 for the City of Harlan - Today in America television ad and Grant No. 2013-2 for \$10,000 for Shelby County for their landscaping project on the south side of the Courthouse. Both of these grants were approved by the previous Hotel/Motel Tax Committee on September 13, 2012. Both the City and the County had expended the money plus amounts equal to more than just matching funds on these projects. It was moved by Meyer, seconded by Coenen, to authorize the Fiscal Agent to issue checks for these two grants as soon as all the required documents are filed. Motion carried.

Discussion was held, and it was the consensus of the Committee that all grants discussed at the last meeting needed to be re-addressed.

2013-3 - Shelby County Chamber Expenses - \$548.11. - grant submitted and approved at the February 26 meeting.

Lori Christensen, Harlan Newspapers, presented the following grants:

2013-4 - Walking Tour Brochures - Harlan Newspapers - 10,000 brochures - \$6,241. It was moved by Miller, seconded by Coenen, to approve an amount not to exceed \$3,832 for 5000 brochures, with only 2500 being handed out for RAGBRAI. Check to be issued upon presentation of final invoice. Motion carried.

2013-5 - Shelby County Barn Quilt Brochures - Harlan Newspapers - 10,000 brochures - \$2,000. It was moved by Meyer, seconded by Schmitz, to approve an amount not to exceed \$2,000 to be used toward the cost of \$2,535 for 10,000 brochures. Check to be issued upon presentation of final invoice. Motion carried.

2013-6 - Shelby County Retail/Dining/Entertainment Brochures - Harlan Newspapers - \$2,511.50. It was moved by Coenen, seconded by Meyer, to approve an amount not to exceed \$2,511.50 for 15,000 brochures. Check to be issued upon presentation of final invoice. Motion carried.

2013-7 - Co-op Advertisement through Western Iowa Tourism Region - Shelby County Chamber - \$1,100. It was moved by Meyer, seconded by Schmitz, to approve an amount not to exceed \$1,100 for a cooperative group advertisement with Western Iowa Tourism Region with a circulation of 507,661 that promotes tourism in Shelby County. Check to be issued upon presentation of final invoice. Motion carried.

2013-8 - Advertising space in Western Iowa Visitors Guide - Harlan Newspapers - \$1,200. It was moved by Coenen, seconded by Schmitz, to approve an amount not to exceed \$1,200 for this advertisement AND

that all printed matter or advertisements have a prominent notation that it was paid in full or in part by Hotel/Motel Tax Grants. Motion carried.

2013-9 - Shelby County Tourism Destination Brochure - Harlan Newspapers - \$1,266.75. Denied. The Committee felt this brochure was a duplication of others that had already been approved.

2013-10 - Advertisement in the Harlan Newspapers Spring Color Insert - Shelby County Chamber - \$199.00. It was moved by Coenen, seconded by Miller, to deny this grant request for a Shelby County Chamber ad and to request that Harlan Newspapers design an ad for future inserts for the Hotel/Motel Tax Committee to advertise all the motels in Shelby County. Motion carried.

The following were grants discussed at the February 26 meeting:

2013-11 - KPTM Advertising - Christmas Recipe Walk - Shelby County Chamber - \$7500. It was moved by Coenen, seconded by Miller, to table the KPTM grant for \$7500 that was approved at the February 26, 2013 meeting until additional information has been presented or there are matching funds from Harlan businesses. Motion carried.

2013-12 - KNOD Advertising for 2013 - Shelby County Chamber - \$3,545.50 . Denied. Application needs to be for specific project.

Carter presented a bill for dues from Western Iowa Tourism Region for \$500 with the question if she should prepare a grant request. It was a consensus of the Committee that this should be a Chamber expense and that Carter forward it to the Shelby County Chamber for payment.

Carter stated that there had been \$10,000 designated for Christmas lights for several years. No outstanding grant application for this was forwarded to her from the Chamber. It was moved by Coenen, seconded by Meyer, to exclude any holdover projects that have no grant request on file. Motion carried.

The next meeting of this Committee will be March 20, 2013 at 1:00 P.M.

The Chairman asked if there was any other business that needed to come before this Committee. There being none, the Chairman declared the meeting adjourned at 3:45 P.M.

Respectfully submitted,

Marsha J. Carter
Shelby County Auditor and
Secretary to this Committee

**SHELBY COUNTY
HOTEL/MOTEL TAX COMMITTEE
MINUTES OF FEBRUARY 26, 2013**

VOTING MEMBERS

PRESENT:	Harlan City Council	Dave Miller
	Harlan Business Owner	Teresa Coenen
	Harlan Resident	Lisa Meyer
	Shelby County Supervisor	Roger Schmitz
	Rural Business Owner	Doug Robinson
	Shelby County Chamber	Jerry Henscheid

ABSENT:	Rural Resident	Delbert Hull
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NON-VOTING MEMBERS

Fiscal Agent	Marsha Carter
Harlan City Manager	Terry Cox
Chamber, Executive Director	Dawn Cundiff

This Committee was established by actions of the Harlan City Council and the Shelby County Board of Supervisors on January 8, 2013. The previous Hotel/Motel Tax Committee was under the jurisdiction of the Shelby County Chamber.

Just to get organized, Schmitz called the meeting to order at 1:00 p.m. Roll call is listed above.

Schmitz called for nominations for Chairman. It was moved by Coenen, seconded by Meyer, to nominate Miller as Chairman, that nominations cease, and to cast a unanimous ballot for Miller. Motion carried.

Miller took over as Chairman.

Miller called for nominations for Vice-Chairman. It was moved by Miller, seconded by Robinson, to nominate Coenen as Vice-Chairman, that nominations cease, and to cast a unanimous ballot for Coenen. Motion carried.

It was moved by Schmitz, seconded by Coenen, to appoint the Fiscal Agent as secretary to this Committee. Motion carried.

The Chairman asked the members if there were any conflicts of interest for anything on the agenda. None were stated.

It was moved by Schmitz, seconded by Robinson, to approve the agenda. Motion carried.

Carter reported that a separate, interest-bearing bank account had been opened at Shelby County State Bank, and the Hotel/Motel Tax collections from the City of Harlan - \$13,472.76 and Shelby County - \$2,883.72 plus \$.22 Interest for the Quarter Ending 9-30-2012 had been deposited. Shelby County Chamber had also delivered a cashier's check in the amount of \$56,477.89, which was the balance of the City and the County Hotel/Motel Tax collections in their account. It was moved by Meyer, seconded by Coenen, to approve the Financial Report, showing a balance of \$72,834.59, as presented by Carter. Motion carried.

Carter reported that the Chamber had delivered copies of minutes of previous meetings, copies of some of the outstanding grants, and a financial report. She distributed copies of the January 7, 2013 minutes of the Hotel/Motel Tax Committee. Since none of the current members were on the previous Committee, the minutes of that meeting will be filed, but not approved.

Discussion was held on possible policies, procedures, and grant criteria. Samples of grant applications were also presented. The members will review and bring recommendations to the next meeting.

The meeting dates and grant deadlines were discussed. These will also be finalized at the next meeting.

Cundiff presented a bill for reimbursement for \$548.11 for expenses that had been paid by the Chamber. This list of recurring expenses had been preapproved by the previous Hotel/Motel Tax Committee. Discussion was held on whether these kinds of expenses should be presented as part of a grant application in the future. It was moved by Meyer, seconded by Henscheid, to authorize Carter to issue a check to the Chamber for \$548.11. Motion carried. Schmitz stated that any expenses for the billboards by Avoca and Shelby would be paid by the County going forward.

Cundiff presented the following outstanding grant applications:

1. Walking Tour Brochures - 3,000 - \$1,924.00 - submitted by Chamber
Miller commented that he was in favor of printing brochures, but he wanted reassurance they were actually being distributed. It was moved by Henscheid, seconded by Meyer, to authorize Carter to issue a check to the Harlan Newspapers for this project as soon as an invoice is presented. Motion carried.

2. Western Iowa Tourism Region Ad - \$1,100 - submitted by Chamber
Cundiff had no sample to present or information on how it was distributed. Coenen requested that future applications include more information. It was moved by Henscheid, seconded by Robinson, to authorize Carter to issue a check to Western Iowa Tourism Region for this project. When the vote was called, all were Ayes, except Miller, who voted Naye. Motion carried.
3. KPTM - TV Advertising - Christmas-Recipe Walk - \$7,500.00 - submitted by Chamber
There was much discussion on this project. Miller and Schmitz voiced their concerns of the high cost. Coenen stated that when she asked her customers where they heard about her store, not one had seen this ad. Cundiff had no statistics on how many shoppers had actually responded to the ad. Miller requested that Cundiff contact KPTM to see if a representative would attend a future meeting and present the benefits of this advertisement. No further action was taken.

Cundiff presented the following new grant application:

1. KNOD - Radio Advertising - Various events throughout 2013 - \$3,545.50 - submitted by Chamber
Miller voiced his concerns about purchasing advertising this far in advance. The proposal presented had very little information about each proposed ad. No action was taken.

Cundiff presented a letter from the Shelby County Chamber of Commerce Board. The letter referenced the current www.exploreshelbycounty.com website. The Chamber is building a new website, and they are offering three options to the Hotel/Motel Tax Committee:

1. Continue the website/domain name as is at the monthly cost paid to Heartland Technologies (currently \$39.95) as well as a maintenance and updating fee to the Shelby County Chamber of Commerce of \$300.00.
2. Purchase the website/domain name from the Shelby County Chamber of Commerce for a cost of \$3,000.00
3. Relinquish all association with the website/domain name.

Coenen - What about all the pamphlets and literature that are already out in the public that have that website address on it?

Carter - This Committee's purpose is to review and award grants. There is no one to maintain a website. If the new website is going to be just "Chamber", what won't be on the site?

Henscheid - He is not in favor of paying for on-going expenses, such as website maintenance. This money should be used for grants for specific projects. Some should even require matching funds from other sources.

The letter stated the deadline for a response was 12:00 P.M. on March 1. The Committee agreed that no decision could be made today. Cundiff stated the deadline could be extended until the next meeting of this Committee.

Further discussion was held on the Chamber's decision to shut down the existing website, but no action was taken.

Cundiff also presented a list of the items for which the Chamber would be charging:

1. Website maintenance at \$100.00/Hour, a minimum of \$300.00/Month.
2. Tourism meetings - 6 per year
3. Maintenance bills - Mid America, Heartland Technology, Iowa Group Travel Association, Western Iowa Tourism Region, etc.
4. Staff time billable at \$15.00/Hour for tours, tourism visits with visitors, event planning, telephone inquiries, emails, etc. plus postage, stationery, envelopes, copies, etc.

The Committee agreed that grant applications should be made, and decisions would be made on a case-by-case basis.

The next meeting of this Committee will be March 8, 2013 at 1:00 P.M.

The Chairman asked if there was any other business that needed to come before this Committee. There being none, the Chairman declared the meeting adjourned at 3:30 P.M.

Respectfully submitted,

Marsha J. Carter
Shelby County Auditor and
Secretary to this Committee