

TGT Advisory Board Meeting
December 1, 2017 | 1:00 p.m.
City Commission Room

Present: Matthew Herbert, Courtney Shipley, Katherine Simmons, Stephen Horton, Derek Felch, and Tim Metz

Staff Present: Porter Arneill and Natalie Ward

Several grant applicants were in the audience.

The panel was provided the scoring matrix with their collective scores and five calculation scenarios.

The panel introduced themselves to the audience.

After introductions, Porter provided a PowerPoint presentation that included a methodical overview and summary of the 2018 TGT Grant application process.

There was discussion about the scoring being somewhat arbitrary but also that scores provide a framework for discussion and decision making.

Katherine Weik asked if there were any projects that the board should discuss.

Courtney Shipley pointed out that the St. Patrick's Day parade scored high and asked if it was appropriate to fund events like this and other high-profile and long-standing events? Matthew Herbert commented that the current criteria asks if this is or might become a signature event. There was discussion about setting limitations in the future like having off years. This issue will be revisited at a future meeting in 2018.

The board members reviewed the scoring and resulting rankings and no one shared any concerns about the results.

Katherine Weik said she was in favor of funding events at 100% and perhaps rolling unused funds over to 2019. Porter said that outside of special cases, rolling funds over from year to year is not advisable.

Tim Metz shared his concern that it's possible that people ask for more than they need. It would be best if people asked for what they really need.

It was pointed out that the Old-Fashioned Christmas Parade didn't itemize their marketing budget. Katherine Weik said that board concerns were reflected in scoring – no group received a perfect score.

Matthew Herbert requested that during a meeting next year, it would be good to have hoteliers provide insights on the nature of room bookings. Staff agreed to schedule a meeting in 2018 to review current guidelines.

Matthew Herbert commented that if the board funded 100% through #13 then they could give the remaining funds to #14 or possibly fund just the specified marketing costs for #s 14 and 15.

Katherine Weik commented that that seems like an arbitrary break and Stephen Horton commented that ideally, it would be better to fund as close to 100% to the last one as possible.

ACTION: Matthew Herbert moved that full funding be given to events 1 through 13 with the remaining funds of \$6,325 going to #14. Tim Metz seconded. Approved unanimously.

The board asked staff to generate a rolling list of FAQs and consider ways to better formalize the three-minute presentations.

Meeting was adjourned at 1:55 P.M.