

## **CVB meeting 10/10/23**

Board Members In attendance:

Sarah Creech, Heather Cooper, Angie Kiesey, Ryan Howell

Others in attendance:

Angie Gronek, Taylor Premer, Ron Sconce

Meeting called to order by Angie at 8:29 am

### **CVB Board Members**

Angie G. reviewed board member updates and introduced Ryan Howell and Angie to the Board. Taylor Premer provided a few background details about the CVB Board and what part the Chamber has. Angie G. will email the Bylaws to current board members after the meeting.

Mayor Ron Sconce explained the CVB funds are from a lodging tax and shall be utilized by the CVB for promoting the City as a Convention, Visitor and Tourist Center.

Angie questioned if that includes Airbnb and VRBO rentals. Ron is going to look into that and get back to the board with his findings.

### **Project Updates**

>> Charging Stations...\$8000

>> Welcome to Troy landscaping

Angie G. presented the new bid received from Landesign. The bid includes the following;

Welcome to Try Sign

- Remove existing shrubs and spruce root ball
- Norway spruce to replace dead blue spruce
- Heavy metal switch grass to replace KF grass
- Heisei cotoneaster to replace juniper
- Re-mulch – double ground

Annual Maintenance

- Trim, inspect, and weed area within monument – 4 times per year
- Water plants through dry seasons (300 gallon/trip) – 8 visits

Heather motioned to approve Landesign's bid to update the landscaping for \$4,396 and add annual maintenance for \$5,544, seconded by Ryan Howell, all approved, none opposed.

Taylor suggested the CVB make a public announcement letting everyone know about the project and provide updates as it progresses.

>> Cherry Street Roundabout Project – still on hold

>> Christmas Decorations – still on hold

>> Troy Park Maps

Angie G. provided an update on the project. Rosie Ziegler with the Art Guild has spearheaded the project and is working with 3 students to create graphics. They are still waiting on a few additional details before presenting a design. Ryan suggested including the Explore Troy App QR code on the maps. Angie G. continue providing updates as the project continues.

>> Kiwanis Park Disc Golf

The park has been donated to the City of Troy. Ryan Howell provided an update. A company has been contracted and a design is under way. Next meeting is the week of Thanksgiving. Equipment will be purchased separate. Estimated completion date is Summer of 2024.

Annual maintenance of the course is unknown currently, but they are expecting minimal clearing of brush area a few times per year. The current design will include an ADA 3-hole loop in the flat area located near the bathroom facility. We will revisit a maintenance plan once the course is completed and we know what all is entailed.

### **Event Contributions**

>> MAYB 2023 funds \$5,000 to be reallocated.

Angie Kiesey expressed concerns of allocating funds to the Chamber's Car Show. A valid discussion was conducted on whether the event benefits the businesses on Main. Boutiques, such as choose to close during these large events and lose out on a day of sales.

Chamber President, Taylor Premer, provided insight from the Chamber's perspective. The 2023 event brought in 202 vehicle entries and thousands of spectators. The Chamber's hope from keeping the event on Main Street is to "showcase" the Downtown Area in hopes of them returning. Many food and beverage establishments benefit from the event, which is a main key to increasing tourism.

Ryan suggested holding on to the funds and then approving it for new events that come up throughout the year. Others agreed.

Motion to move \$3,000 toward advertising the Chamber's 2023 Car Show and add the remaining \$2,000 to the Event Advertising Funds made by Ryan, seconded by Sarah, all approved, none opposed.

>> MAYB 2024 fund \$2,000

Motion to reallocate to Misc/Future Use Funds made by Sarah Creech, seconded by Angie Kiesey, all approved, none opposed.

>> Downtown Pumpkin Festival Update

Angie G. has been in communication with Rachel South and Sarah Lawrence. Per Rachel South, funds

will be used toward radio advertising this year. The CVB Board will not be using their optional vendor space.

Angie Kiesey mentioned she is part of the Troy Historic Downtown Association and has been attending meetings. The CVB can use her as a contact moving forward in needed. She also mentioned the downtown boutique crawl she helps organize. Could funds be allocated to the promotion of that event?? Businesses sold out of many items and they hope to hold it more on a regular basis. Mentioned Old Monroe Shop the Streets and how they work with the City.

### **Explore Troy App**

The CVB currently pays \$3,000 for a license fee. The app currently has 2,442 downloads, but could have many more. Angie G. recommends putting together a committee to help keep the app up to date OR look future into signing up for ongoing content management through App My Community.

Angie G. provided details of she already does to keep the app updated which includes updating content, adding specials, schedules, push notifications, events, etc. In regard to push notifications, Ryan asked if it was possible to send out City updates such as Water Main Breaks, Street Closures, Nixle notifications, ect. Angie G. confirmed this is possible, someone will just have to provide the information or she will just have to pull it from notifications if/when received as notifications are manual.

here was short discussion of what the contact management covers. Questions asked include; how do you know when a listing needs updating? Where does the content come from? Will there be monthly update reports? Angie G. will contact App My Community to gather more details and will report back at next months meeting.

Heather motions to table, seconded by Sarah to hold off until more information.

### **Misc**

>> Exterior outlets on Main Street

Angie G. brought an idea of updating/replacing the exterior street post outlets along Main Street. She believes this would be an improvement for future events which bring visitors to our community including the Downtown Pumpkin Festival, Night of 1,000 Star and the Chamber's Car Show. This could also benefit businesses along main street.

Motion to approve work with the City Streets Department --- Jeff Burkemper  
Request for bids

>> Cuivre River State Park Trunk or Treat invitation. The board passed on this opportunity.

Motion to adjourn, Ryan seconded by Heather at 9:32 am.