

CITY OF MUSCATINE
IN-DEPTH CITY COUNCIL MINUTES
Council Chambers – 7:00 p.m. – May 10, 2012

Mayor DeWayne Hopkins called the In-Depth City Council meeting for Thursday, May 10, 2012, to order at 7 p.m. Councilmembers present were LeRette, Fitzgerald, Natvig, Shihadeh, Bynum, Phillips, and Spread. Also present was City Administrator Gregg Mandsager.

Up for discussion were CVB issues which included the proposed establishment of a Board of Directors.

Mayor Hopkins introduced the topic and City Council's desire, which was discussed during the budget review sessions, to have a committee formed to review CVB issues and an annual allotment of 25% from the Hotel/Motel tax. Under Council's direction, Mayor Hopkins put together a CVB Committee comprised of himself, Councilmember LeRette, City Administrator Gregg Mandsager, Muscatine County Board of Supervisor Kas Kelly, Jeff Boldt, Ann Meeker, Bill Phelan CEO of the Greater Muscatine Chamber of Commerce & Industry, Diana Stelzner, Library Director Pam Collins, Art Center Director Barb Christensen, Charlie Harper, Andrea Scott, and Heather Shoppa of the Convention & Visitors Bureau. He stated the Committee's purpose was to discuss CVB funding issues, location/housed (Chamber/City/Independent), establishment of a Board of Directors, and metrics and related topics.

City Administrator Mandsager gave a brief summary of some of the discussions that have taken place to date. He stated that he and Mayor Hopkins along with Mr. Phelan have been drafting sample bylaws, contract language, and makeup of the proposed Board of Directors.

Greg Jenkins, representing the GMCCI, stated GMCCI has been involved throughout the process and supports the proposed changes.

Councilmember LeRette agreed with the establishment of a CVB Board of Directors. He stated he has been looking to make changes for the past three years.

One concern voiced by City Council was the size of the proposed Board.

Councilmember Natvig stated he was in agreement with the percentage basis.

City Council was informed that compared to other communities, the current CVB budget is low.

Comments from City Council concerning the establishment of a Board of Directors were favorable; however, there were questions on how the Board's success will be measured, the establishment of the Board's metrics, as well as discussion on the fund balance.

Councilmember Fitzgerald pointed out the need for representation on the Board by the Muscatine School District as well as Muscatine County.

There was then discussion concerning the funding of the library, and City Council's comments indicated they did not want to take funds away from its budget.

Councilmember Spread stated he feels that following the proposed establishment of the Board of Directors, it would take several years to measure its success. He pointed out that the CVB is more than tourism and also includes visitors, businesses, etc.

Councilmember LeRette stated that the stake holders should put the metrics together because they would have the most to gain.

There was further discussion by City Council.

City Administrator Mandsager stated that what is being proposed is the establishment of a CVB Board of Directors representing a number of community facets as well as the hiring of a CVB Coordinator. He stated the City Council will be asked to support by resolution an agreement that would provide the CVB Board with an annual allotment of 25% of the Hotel/Motel tax revenue. The city and Chamber will begin work to identify proposed Board members and finalize the CVB documents.

#22073. Councilmember Spread moved the meeting be adjourned at 7:40 p.m. Seconded by Councilmember Fitzgerald. All ayes; motion carried.

Gregg Mandsager, City Administrator