



A Grander Vision for the Heartland

Grow Grand Island Committee Meeting

Please complete and email to Nicki Stoltenberg (nickis@grand-island.com) within one week of the meeting.

December 14, 2015

5.5 – Local Incentive Fund Committee

Attending:

Joseph McDermott, Nebraska State Fair
Brad Mellema, GI Convention & Visitors Bureau
Marlan Ferguson, City of Grand Island
Gene McCloud, Super 8/Best Western
Ken Gnad
Jim Arndt, INSUR
Tony Schultz, Conestoga Mall
Mike Swanson, Verizon Wireless
Dianne Willey, Fonner Park/Heartland Events Center
Mitch Nickerson, City Council Member
Cindy Johnson, GI Chamber of Commerce
Elise Edgar, GI Chamber of Commerce
Harold Rosenkotter, Executive Properties

TOPIC	DISCUSSION	ACTION / WHO	WHEN
Introduction of new members	No new members	Joseph McDermott	
Update on Occupation Tax	<p>Marlan reported there was a study session with the City Council on December 1, 2015. City Council supports the Occupation Tax. Marlan shared with the group a copy of the proposal that was submitted to City Council.</p> <p>Joseph asked why it is not being presented as a “continuous” tax.</p>	Marlan Ferguson	

	<p>Marlan answered that it will be a “continuous” tax.</p> <p>Mitch commented when marketing this proposal they will include all of these pieces.</p> <p>Jim Arndt asked if this would not pass, where do the funds come from?</p> <p>Marlan replied if this would not pass the money will come out of the general fund.</p>		
<p>The importance of developing a scoring system to rank funding recipients.</p>	<p>Joseph commented it makes sense to develop a scoring system. Brad has brought the scoring system that the Convention and Visitor’s Bureau recently used for their grant review process just to give us an idea and a starting point.</p>	<p>Joseph McDermott</p>	
<p>Review Scoring System used by CVB grant process.</p>	<p>Brad handed out a copy of the “Rating Worksheet” that CVB recently used for their grant review process. Brad stated this was the first time the CVB has gone through a grant review process. They know now after going through the review process there needs to be some tweaking to their current scoring system.</p> <p>Brad went over the CVB grant score sheet and explained the CVB’s process.</p> <p>Gene asked if applicants are able to see how they were scored.</p> <p>Brad replied, they have not decided that yet.</p>	<p>Brad Mellema</p>	
<p>Discussion of potential scoring system to be used by this committee on the following traits</p>	<p>Joseph started the conversation by asking the group – how do we begin the process to develop a scoring system.</p> <p>Brad suggested they look at a community (i.e. Sioux Falls) that has done this and are doing things well.</p> <p>Mitch commented we need to define what this is for. Is it to fill the Heartland Event Center?</p>	<p>Joseph McDermott</p>	

	<p>Elise responded by reading section 5.5 and 5.6 from the Implementation Grid, the 'recommendation' for the GI Incentive Fund committee:</p> <p>5.5 – Develop a local incentive fund to support the attraction of large livestock shows, trade shows, agricultural expositions, and other events to Grand Island based on their potential economic impact, as well as to ensure existing events/sites are continuously improved and upgraded.</p> <p>5.6 – Continue to advance the development and utilization of facilities in and around Fonner Park as well as other unique assets in the community such as Heartland Public Shooting Park and Husker Harvest Days site.</p> <p>Dianne commented she feels it will help the vote if you can tell the voter's who is making the decision.</p> <p>Gene questioned if this committee is not involved in the scoring – do we need to come up with a scoring system.</p> <p>Joseph responded this group will take it as far as they can. Then the Mayor/City Council will decide if they keep the scoring system presented to them or create their own scoring system.</p>		
<p>Score the following:</p> <ul style="list-style-type: none"> -Economic Impact -Capacity/Sustainability/Fiscal Responsibility "Skin in the Game" -Branding/Notoriety -Quality of Life -Compliments Grow Grand Island initiatives 	<p>The group ranked and scored the Top 5 criteria as:</p> <ol style="list-style-type: none"> 1) Compliments Grow Grand Island initiatives = a yes/no question. 2) Direct Economic Impact = 50 pts. 3) Capacity/Sustainability/Fiscal Responsibility "Skin in the Game" = 20 pts. 4) Branding/Notoriety = 20 pts. 5) Quality of Life = 10 pts. <p>Brad mentioned Marketing for the CVB grant review process was really struggling until they received some direction for the Executive Committee.</p> <p>Ken shared he would like to see the guy come from Sioux Falls. Ken asked Jim if he could get him to come to Grand Island to meet with this group.</p>	<p>Joseph McDermott</p>	

	<p>Jim replied he wasn't sure as he is currently running for Governor.</p> <p>Joseph commented it makes sense to invite the Executive Committee for some direction.</p> <p>Brad mentioned this committee can make their recommendation to the Executive Committee.</p> <p>Cindy commented, as a member of the executive committee she would welcome a committee go through and come up with a scoring process. This is her thought only – not the other eleven (11) members of the Executive Committee.</p>		
<p>Further discussion and/or refinement of the Top Ten reasons GI voters should vote for the continuation of the occupation tax</p> <ol style="list-style-type: none"> 1) To secure activities that currently cannot/do not come to town 2) Financial Commitments to NSF – (By State Law) 3) Support Recreational Activities 4) Real Estate Taxes are kept low or at a minimum 5) Quality of Life 6) Hike and Bike Trails 7) Community Development/Progress 8) Share what these funds have accomplished in the past 9) It is a shared tax with non-Grand Island residents 10) Make Grand Island a destination/hot spot on a map 11) Brighter future for youth/workforce retention 	<p>*Did not get to this topic for discussion.</p>	<p>Joseph McDermott</p>	

Establish next meeting date	Next meeting will be January 11 @ 1:30 p.m. in the Board room of the Nebraska State Fair.		
Adjourn	Meeting adjourned.		
Next meeting: January 11, 2016 @ 1:30 p.m. in the Board room of the Nebraska State Fair			