



A Grander Vision for the Heartland

## Grow Grand Island Committee Meeting

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

**October 22, 2015**

**5.5 – Local Incentive Fund Committee**

**Attending:**

Joseph McDermott, Nebraska State Fair  
 Ernie Thayer, The Agricultural Land Company  
 Gene McCloud, Super 8/Best Western  
 Ken Gnadt  
 Tony Schultz, Conestoga Mall  
 Shelly Rystrom, Rystrom Quarter Horses  
 Rhonda Saalfeld, Holiday Inn-Midtown  
 Mike Swanson, Verizon Wireless  
 Dianne Willey, Fonner Park/Heartland Events Center  
 Mitch Nickerson, City Council Member  
 Tammy Morris, GI Community Foundation  
 Cindy Johnson, GI Chamber of Commerce  
 Elise Edgar, GI Chamber of Commerce  
 Shaun Schleif, Nebraska State Fair  
 K.C. Henke, Coach GISH Girls Softball/Scorpions

TOPIC	DISCUSSION	ACTION / WHO	WHEN
Youth Sports	Ken opened by introducing K.C. Henke. Ken invited K.C. to come talk to the group today. K.C. shared with the group the need of another community that supports softball. K.C. feels GI is that community. GI has better facilities for both Baseball & Softball, however, GI is falling behind quickly as York is in the process of creating a softball/baseball complex. Right now the girls' softball teams spend most of their weekends in		

	<p>Lincoln, Omaha &amp; Kansas City for softball tournaments. Currently GI only has five (5) softball tournaments a year. K.C. has talked to hotel operators about putting “heads in beds” and how this would be a revenue generator for hotels, restaurants and stores. K.C. suggested there be a coordinator that can work to schedule the tournaments coordinating with other events happening in the area.</p> <p>Rhonda mentioned right now the hotels don’t know about these events until the people start calling to book rooms.</p> <p>Ken asked what % of the 81 acres are we now using north of town at Eagle Scout for ball fields and soccer fields?</p> <p>K.C. thinks the soccer fields are complete. K.C. believes the area is approximately 50% complete.</p> <p>Gene stated we need:</p> <ol style="list-style-type: none"> <li>1. Coordinator</li> <li>2. More fields</li> <li>3. Better coordination with City and Leagues.</li> </ol> <p>Gene asked if we can get an estimate of what it will cost to finish the ball fields to include in the Occupational Tax. Gene suggests the broader the wording of the Occupational Tax, it will touch more people and they will vote for it.</p>		
<p><b>Update on Occupation Tax</b></p>	<p>Joseph reminded everyone that a small group of people was formed and they would get together to look at the ballot language. That group consists of Marlan, Shaun, Cindy and City staff.</p> <p>Cindy reported the group is currently working on potential ballot language. They are trying to use keywords that will be attractive to Voters. They also want to make the wording broad enough to indicate it will be used for “Quality of Life Improvements”, and will not be used to fund normal everyday operations of the city. Cindy mentioned the wording will have to go to the Attorney for review and then to City Council Members.</p>		

	<p>Tony asked if the Occupational Tax has to have a Sunset Clause?</p> <p>Mitch responded currently it does, but it is being discussed with the Attorney.</p>		
<p>Establish the top five criteria by which potential funding recipients should be prioritized.</p>	<p>After discussion it was decided the following are the top five criteria by which potential funding recipients should be prioritized are:</p> <ol style="list-style-type: none"> <li>1. Economic Impact <ol style="list-style-type: none"> <li>a. Number of Visitor's</li> <li>b. Number of Year's</li> <li>c. Timing of Event</li> </ol> </li> <li>2. Capacity/Sustainability/Fiscal Responsibility <ol style="list-style-type: none"> <li>a. Partner Investment/Skin In the Game</li> </ol> </li> <li>3. Branding/Notoriety <ol style="list-style-type: none"> <li>a. Traditional Events</li> <li>b. New Events</li> </ol> </li> <li>4. Quality of Life</li> <li>5. Consistent with Grow Grand Island - Compliments existing initiatives.</li> </ol>		
<p>What are the top ten reasons Grand Island Voters should vote for the continuation of the occupation tax</p>	<p>Discussion was held and the Top 10 Reason's GI Voters should vote for the continuation of the occupation tax are:</p> <ol style="list-style-type: none"> <li>1. Activities that can't come to town</li> <li>2. Financial Commitment to NSF</li> <li>3. Support Recreational Activities</li> <li>4. Real Estate Taxes kept low or at a minimum</li> <li>5. Quality of Life</li> <li>6. Hike &amp; Bike Trails</li> <li>7. Community Development/Progress</li> <li>8. Share what these funds have done for us in the past</li> <li>9.</li> <li>10.</li> </ol>		

**Next meeting, web site info., other notes, etc.: Next meeting date is November 23, 2015 at 10:00am at the Nebraska State Fair office.**

**Volunteer Hours: 13.5**