

CITY COMMISSION WORK SESSION MINUTES

City Hall Commission Chambers

Monday, November 4, 2019

6:00 p.m.

CALL OR ORDER

ROLL CALL: Mayor Brian Delzeit, Commissioners, Jan Scoggins, Joyce Warshaw, Rick Sowers present. Commissioner Kent Smoll was reported absent.

WORK SESSION

Discussion of Convention and Visitors Bureau Audit

Jan Stevens introduced the Marketing Image Makers Directors, Bruce Grover, Strategy Director and Bobby Sloan, Experience Director. They were asked to research and identify the most urgent Dodge City CVB marketing and communication challenges and highlight areas that are successful and those that need foundation for future marketing strategies. They presented the marketing audit for the Convention and Visitors Bureau and gave what they researched in comparison to a few other cities, and their findings and recommendations

ADOURNMENT

Commissioner Jan Scoggins made a motion to adjourn the meeting. Commissioner Joyce Warshaw seconded. The motion carried 4 -0.

Brian Delzeit, Mayor

ATTEST:

Connie Marquez, City Clerk