

Public Notice posted in accordance
RSMo.610 as amended
by: Kimberly Barfield
City Clerk

Date/Time Posted: Friday, June 2
5 p.m.

**CITY OF PACIFIC
300 HOVEN
TOURISM COMMISSION MEETING AGENDA
TUESDAY, JUNE 6, 2023**

3:30 p.m.

This meeting is open to the public.

The meeting will be streamed live on the City of Pacific YouTube channel:

<https://www.youtube.com/channel/UC9dxzhQWbPulQJC1N6TSig>

1. Call to Order
2. Roll Call
3. Approval of Minutes
4. Public Participation
5. Presentation by Explore St. Louis
6. New Business
 - a. Discussion of gift shop items
7. Old Business
 - a. Red Cedar Update
 - b. Event Updates
8. Miscellaneous
9. Adjournment

The Tourism Commission will consider and act upon the Matters listed above and such others as may be presented at the Meeting and determined to be appropriate for discussion at that time.

This meeting is open to the public.

April 18, 2023* RECORD OF PROCEEDINGS

CITY OF PACIFIC
TOURISM COMMISSION
300 HOVEN DR
PACIFIC, MO 63069

MEETING

The regular meeting was called to order at 3:30 p.m. by Chairman Blakley.

Present:

Dave Roemer
Ann Trent

Absent: Lynn Vogt, Trudy Nickelson

Other City officials present: Administrator Roth, City Clerk Barfield, Tourism Director O'Malley.

Minutes

- a. Minutes from February 21, 2023

Director Trent stated she had a correction under the Red Cedar Section A, it was the wrong amount. Motion made by Director Ann, seconded by Director Roemer to approve the amended minutes with that correction. A voice vote was taken with an affirmative result.

Public Participation - There were no speakers.

New Business

- a. FY 24 Budget

Administrator Roth stated he has a meeting at 4:00 PM but will start. He printed a draft budget out and put on the dais. He apologized it was not out sooner. He started with the revenues and thought this year may be a record year for the Tourism Tax. The current revenue is at \$ 112,405, although he does budget conservatively. The Project Fund proceeds of \$ 110,00 is money left in the Red Cedar account from the \$ 2.5 million dollar debt issue. We still have \$ 225,000 left in that. For purposes of budgeting, he is showing \$ 110,000 because later in capital improvements he shows \$ 110,000 there. We can't use the left-over funds for anything but capital expenditures. It is up for discussion later in the meeting. The various other revenues were reviewed. Kelly has been doing an excellent job on events, and the Easter Egg event posted more than \$ 4,000 in revenue. She believes this will increase over the next year. We are proposing to run the rodeo out of the Tourism Fund. It is a rain or shine event, so we budget conservatively. Kelly would like to do an advertising also. The transfers in are from general fund, and he is proposing the same as this year. The CID's are for banners and improvements along Osage as well as downtown. We are proposing this banner project, using CID's funds to pay for most of it. The reserves and balances were reviewed. The expenses for personnel are for Kelly and two part time helpers, and looking for one more. In general expenditures, under "advertising" this is somewhat modest and generally items not involved in the general marketing plan. The Tourism Commission line is for requests that come to the commission from the community. Under

banners, part of this is for electric to the light post. Her goal is to obtain wreaths for Christmas, to really light it up. This year she is focusing on banners first. The rodeo expenditures are split, the general expense is for light plants. Tourism Director O'Malley has also been working on brochures, as there is a need to upgrade the materials. The Red Cedar expenses are some general operating expenditures. Marketing and promotions have been increased, and is still modest. He thought we needed to market Red Cedar to the best of our ability. We just joined Explore St. Louis, which is important, but some things are just not cheap. Under Iron Horse Rodeo, we have contracted with the contractor in the amount of \$ 20,500, increasing the prize money. At Park Board it was discussed moving the rodeo from the Parks to the Tourism budget. The Park Board hasn't been that much involved in this, and the rodeo has run outside of that. The rodeo needs to support itself, and it has \$ 75,000 now. This is a great reserve, and we propose running it out of that, where Tourism is not expending any additional funds. This would be a return back to Tourism. The Partnership contract expense, going forward it is proposed to be reduced. This reflects funding of \$ 32,000, which is four quarterly payments of \$ 8,000 each. The dollar amount could be changed. Fireworks is budgeted at \$ 8,500, but he would rather this be paid for out of a different revenue. This budget starts July 1st, so this is reflective of the June 2024 show. He thought general fund could pay this. He also included budget for legal, in case it is needed. The electronic sign is included for \$ 70,000. The Board was presented with her wish list. Tourism Director O'Malley has put these in as main priorities. The sign is eligible from the project fund proceeds. Rodeo improvements is for bleachers. There is also budget for furniture and equipment at Red Cedar. Museum Exhibits, we expect to have booked the expenses for this by June, this budget number is in case something comes in late. Director Trent asked about the exhibits. Administrator Roth stated the panels are the last major expenditure for about \$ 40,000. Rather than buying the cases constructed, we are building them which was a real savings. The interactives have been ordered, but no major expenditures coming up. He continued there is \$ 225,000 left over in the project, only used for capital expenditures. Tourism Director O'Malley would like to accommodate food service, and it was not part of the original scope. She continued the total is about \$ 110,000; meeting St. Louis County regulations. He asked for discussion about this. Tourism Director O'Malley stated it would allow for her to have an old fashion soda shop of look, nothing massive. She thought concession food, and snacks. Even doing that she still has to have certifications with St. Louis County Health Department. There is not a lot that needs changed. Everything behind the bar can stay the same. This would only affect the bar side, but it is a huge empty space with no plans. We can utilize the 1935 bar. This would be a revenue stream for Red Cedar. This would not delay opening; it would just be coming soon. Director Trent thought since it was money that had to be used for capital items anyway, it seemed like any easy add on. Discussion followed. **Motion made by Director Blakley, seconded by Director Trent to take the project fund proceeds and move it to restaurant services at Red Cedar. A voice vote was taken with an affirmative result.** Director Blakley also thought we should talk about Fireworks. She didn't think Tourism should pay for it. Tourism Director O'Malley stated this is out for bid now and agreed it should be paid from for general funds. **Motion made by Director Blakley, seconded by Director Roemer to remove fireworks from the Tourism Budget. A voice vote was taken with an affirmative result.** Director Blakley asked who was in charge of the rodeo. She has had questions about vendors. City Clerk Barfield stated right now, nothing has changed. Director Blakley thought we were missing the boat, as there is a whole afternoon before the rodeo. She thought another event prior to the rodeo would be beneficial and get people here earlier. Tourism Director O'Malley stated there has only been one rodeo meeting so far and they talked about different things to do. She had thought of rodeo, but those have to be booked two years out. Director Blakley thought the Partnership had a good system running the rodeo, but wasn't sure if that was going to change. Tourism Director O'Malley stated right now it is not changing, but it has been talked about. Director Blakley stated the Partnership agreement is this year, and asked about the position being filled with them.

Tourism Director O'Malley stated they are looking for part-time help. Director Trent thought it was good that most of the items the Partnership does be coordinated with Kelly or the Chamber. They continued to discuss doing a yearly contract with the Partnership and not the multi-year again. Tourism Director O'Malley would also like to do a magazine like Washington does and hoped she could do most of it in house. These are free booklets in Washington and sell advertisement in it to offset the cost. **Motion made by Director Trent, seconded by Director Roemer. to approve the budget without the fireworks expenditure. A voice vote was taken with an affirmative result.**

Sign – Tourism Director O'Malley passed out an idea for the RT 66 sign. It has Pacific, Missouri on it. At night just the RT 66 with light up, during the day the whole sign is seen. She asked if they would be okay with this sign if it is agreed upon. The RT 66 is the standoff with the halo. The cost estimate from Ziglin is \$ 1,852.30. Committee directors like the sign as presented, and thought it was a great regional sign. She stated it could also be paid for out of the project fund, if the unanimous donor says it is to much. **Motion made by Director Trent, seconded by Director Roemer to approve the sign as presented. A voice vote was taken with an affirmative result. Motion made by Director Trent, seconded by Director Roemer to approve up to \$3,570.62 for the sign if the donor can't cover it. A voice vote was taken with an affirmative result.**

Old Business

Event updates

- Fireworks - Tourism Director O'Malley stated for fireworks the Request for Proposals is due April 27th.
- Easter Egg Hunt went really well, and she had a lot of donors. It seemed everyone had fun and some have asked to do it again this year.
- This Saturday is the garage sale. We have over 60 places that registered. There is a packet at City Hall with the addresses and is also online. There is an event on Facebook and in the Missourian with a QR Code linked to it. Everybody who is participating is given a yard sign, paid for from the Easter Egg event. She thought it would be a good turnout.
- On June 16th we are having a cleanup day in Pacific. Mr. Roth is making the hot dogs for lunch that day. This goes from 8 am to 3 pm. The following week is the car show and she thought it would help us be a fun, clean community.
- On May 4th there is a "be a tourist in your town" with Explore St. Louis and she can take brochures from anybody with her. They will also come out and talk to us about the Neighborhood Program. We joined with the comprehensive package. This means businesses for \$ 150 can join and get the benefits the city receives. They would come out and explain it.
- New hires - She has two new hires. One is big into research and one is into social media and marketing, so she thought it would be a great combination.

- Meetings - She also wanted to ask if we could move the meeting to the opposite week of the Board of Aldermen. Directors were open to this and discussed no meeting in May, since their budget is approved. They will have their next meeting on June 6th, and will try to move it to a different week after that.

Director Roemer thought Kelly was doing a great job. The Tourism web page was also discussed and utilizing it more. Tourism Director O'Malley stated anybody can e-mail her an event coming and she will get it out as she can. She continued that social media doesn't reach well in Pacific, but it reaches the outskirts. She is still trying to figure out what gets the residents attention. It seems the larger flyers, and banners seem to be helpful.

Adjournment

There being no further business, motion made by Director Trent, seconded by Director Roemer to adjourn. The meeting adjourned at 4:35 p.m.