

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

Date/Time Posted: **Friday, August 4, 2023**
10:30 a.m.

**CITY OF PACIFIC
300 HOVEN
TOURISM COMMISSION MEETING
MEETING AGENDA
TUESDAY, AUGUST 8, 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/UC9dxzhHQWbPuIQJC1N6TSig>

- a) Call to Order
- b) Roll Call
- c) Approval of Minutes
- d) Public Participation
- e) New Business
 - a. Grand Opening of Red Cedar
 - b. Approval of Soda Shoppe to go to BOA for resolution to apply for grant
- f) Old Business
- g) Reports
 - a. Alderman
- h) Miscellaneous
- i) 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.

June 6, 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

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

Minutes

- a. Minutes from February 21, 2023

Motion made by Ann Trent, seconded by Director Roemer to approve the minutes. A voice vote was taken with an affirmative result.

Public Participation

There was no public presentation.

Presentation by Explore St. Louis

Barry Draper, Explore St. Louis was present to address the Commission. He presented a slide show with information about Explore St. Louis. Explore St. Louis was established in 1909 and they are the operators of the America's Center Convention Complex. They have 900+ partners throughout the region with a 95% partner retention rate which is above the national average of 85%. They are working on the AC Next Gen, which is a future space for meetings. This is the first part of the project for 2024. The new ballroom is next. They also have an Explore St. Louis Celebrity Marketing campaign. Regarding public relations, they broadcast on Spot TV, Cable, KMOX & KTRS. Digitally they do display, social media, google video, and OTT. They hold media events in St. Louis & NYC and beyond. Leisure travel sales includes domestic group travel, international travel of Route 66 and Lufthansa, weddings, military reunions and family reunions. They have 12 major events and activities per year, with the big three being the annual meeting, holiday party and tourism week. He discussed the Neighborhood Partnership Breakdown. He continued that the City of Pacific joined Explore St. Louis and just participated in the "Be a tourist in your town" event. Since the city has done this, business in Pacific can join for \$ 150 annually and also get involved with the advertising, the event calendar, journalist support, a listing on the website and web page and convention information. After further discussion Director Trent and Director Blakley thought this was a great program. Director Roemer stated the Hometown Hero program is also a neat one. Mr. Draper continued that they need a minimum of 5 business to join.

New Business

a. Discussion of gift shop items

Tourism Director O'Malley stated she is ordering the basic items for the gift shops, things like post cards, t-shirts, umbrellas, hats, goat chips from St. Louis and Old Vienna chips, Pepsi products, locals' soaps and lotions, and candy. She asked if there was anything specific, they wanted to her look into. She was trying to keep it mostly local. BigFoot is also working on exclusive items that could be included in this. There were no other suggestions at this time.

Old Business

a. Red Cedar Update

Director O'Malley stated they have wi-fi at Red Cedar now. They are moving stuff in but do not have occupancy yet.

b. Event Updates

Director O'Malley stated two part-time workers have been hired. They are helping with social media posting, and the followers are growing. She asked the committee if they preferred "Explore Pacific, or Discover Pacific". She is trying to have a banner made to take with her to events like this. Committee members agreed to stick with "Explore". Currently we are in 5th place.

MO Humanities Grant – Director O'Malley stated they have a grant available on Small Town Showcase. She encouraged people to vote as this ends July 15th.

RT 66 – Director O'Malley passed out a packet Rt 66 3-D letters that are about 6' tall. These are great photo opportunities. Attached were potential cost depending on what form and size we would purchase. There is a grant opportunity through T-Mobile that she is hoping to apply for with this. It is a non-matching grant. Committee members liked the second option.

Community Development Director Myers stated he is awaiting final approval to serve on the RT 66 Centennial Committee from the Lt. Governor.

Director O'Malley stated Clean Up Day is next Friday from 8:00 am to noon. Supplies will be picked up at the city park, and Administrator Roth and Mayor Filley are preparing hotdogs for lunch. There is a link on Facebook if anyone would like to sign up to volunteer.

Movie Night – She is working with Klancy Staging on this at Liberty Field. More information will be coming forth as they work it out.

Adjournment

There being no further business, motion made by Director Roemer, seconded by Director Trent to adjourn. The meeting adjourned at 4:16 p.m.