

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

Date/Time Posted: Friday, September 8, 2023
5:00 p.m.

**CITY OF PACIFIC
300 HOVEN
TOURISM COMMISSION
AGENDA
TUESDAY, SEPTEMBER 12, 2023**

REGULAR

3:30 p.m.

Agenda

- I. Call to Order**
- II. Minutes**
 - a. Approve minutes from September 12, 2023
- III. New Business**
 - A. Fall Festival at Red Cedar**
 - B. Booth at Rodeo**
 - C. Christmas**
 - D. T-Mobil Grant**
- IV. Old Business**
- V. 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.

August 8, 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:

Lynn Vogt Jerry Holloway
Ann Trent

Absent: Dave Roemer

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

Minutes

- a. Minutes from June 6, 2023

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

Public Participation

There was no public presentation.

Alderman Presley welcomed Mr. Holloway and the Board has approved him on the Tourism Commission.

New Business

- a. Opening of Red Cedar

Tourism Director O'Malley stated the grand opening is planned for August 26, 2023 at 10:00 a.m. There will be a ribbon cutting, with activities and food trucks about 10:30. The door will open up after the ribbon cutting.

- b. Approval of Soda Shoppe to go to BOA for resolution to apply for grant

Tourism Director O'Malley stated we have been looking at a soda shoppe on the bar side. This is information from Navigate on items we could use. She is asking for a recommendation from Tourism to go to the Board of Aldermen so she can continue to work on this, and she would need a Resolution from the Aldermen. The grant deadline is August 28, 2023. These prices are just through discussions. The grant is through St. Louis County Parks. The grant is a \$ 10,000 match from the city, and we are asking for \$ 100,000. She has already had people stopping by, most are from out of state. Currently we will be open 10 am to 4 pm. **Motion made by Director Trent, seconded by Director Blakley to recommend approval to the Board of Aldermen to move forward with the grant application for a Soda Shoppe.** Directors spoke about items that could be free and other items that could be available at little to no cost.

Old Business

Explore St. Louis – Director Ann stated she was not able to get on that business part of it. They signed up, but she couldn't do what it was supposed to do. Director Blakley agreed as she had problems with it. She thought we also needed to confirm that five businesses did sign up. Director O'Malley will follow up.

T-Mobile Grant – Director O'Malley hasn't pursued it anymore; she is trying to decide on what large object to apply for. It is a non-matching grant. Her idea is flower pots for downtown, 9-square, and an oversized muffler man type of object so people will stop. If anybody has any ideas, she can get a price for it.

Reports

Alderman Presley stated he already introduced Jerry.

Miscellaneous

Municipal League Dinner – Chairman Blakley received an e-mail from Mayor Filley regarding the dinner. This is October 25th at Haue Valley. Pacific is hosting it this type. Anyone on commissions and boards are invited.

Role – Director Holloway asked what the role of this group is and vision. Chairman Blakley stated we want to make Pacific a place where people want to come and stay. Red Cedar has been a major project, and now we can move on. Director O'Malley stated Pacific hasn't been advertised anywhere before. She is using Facebook, and the Missouriian. After Red Cedar is open, they are working on a brochure and a magazine. The magazine can be handed out for free and ad's can be purchased. We also joined explore St. Louis, they put them out in the airports and hotels. Her goal is to get people to stay the night and then have events at night. The town has a lot of small events, that she doesn't think people know about. She is working the Chamber also. They are trying to push people to one website. The other items she is working on is pricing on billboards, movie theatres do ads prior to movies and we can get on that with something from Pacific. This is just a few things. She is working with Washington Tourism and working on getting our events onto their calendar as well. Chairman Blakley thought that was part of the challenge, now she shares to any Facebook group within 30 miles. Our events need advertised out of town. Director Trent thought that was exactly why we spent the money on the larger billboard. Director Holloway suggested a tv ad also. Reaching out to Cardinal Care letting them know Red Cedar is open, as that used to be a hang out for them. He suggested obtaining a cost for the tv ad, or something that makes people "wow". Every township is trying to grab something for the fall activities. Director Trent stated we found out from Major Locke that the local tv stations reach out to him, because they are looking for news, and anything going on. That is not how it used to be. Director Blakley stated there is an ad tv at the bar, and the cost is \$ 1.00 a day but it shows whatever ad is put up there. Director Holloway stated regarding billboards, you can barter with them now because there is so many different ways of communicating. Chairman Blakley stated it was exciting to actually have a Tourism Director, and a Facebook page, and even the Chamber is putting out events for the whole time. Tourism Director O'Malley stated they have reached out to Tim Ezell about the Red Cedar opening. She continued that we are also trying to find out about a RT 66 passport, and getting Red Cedar on it. Pacific also won a top 5 Small Humanities contest, and they will do a video of Pacific and will be shown all over Missouri. Director Holloway stated he would also like to see extend the scarecrow festival from

Eureka all the way down 66 to this town. People come and judge the scarecrows and he thought that was neat. Alderman Presley thought it was run through the Chamber of Commerce with Eureka. He thought this brought people to Eureka. Director Trent stated she would talk to the Pacific's Chamber out it.

Adjournment

There being no further business, motion made by Director Trent, seconded by Director Holloway to adjourn. The meeting adjourned at 3:56 p.m.