

JANUARY 31, 2022\* 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 by zoom  
Alderman Presley

Trudy Nickelson  
Lynn Vogt

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

**Minutes**

- a. Minutes from June 7, 2022

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

- b. Minutes from November 9, 2022

Motion made by Trudy Nickelson, seconded by Lynn Vogt to approve the minutes. A voice vote was taken with an affirmative result.

**New Business**

Public Participation

Tim Husereau, 1602 Westlake Court, Pacific, MO stated he bought 101 W. St. Louis St. He is rehabbing the inside and he wants to paint the outside. The guy who did the art mural at the building he is in now submitted a bid to him and wants to do something great for Pacific. He doesn't have the funds to do the inside and the outside. He would like to do the outside in something great, but the cost is about \$ 15,000. He is trying to see if the city would have any interest in helping out. If not, he will just paint it black and put the white angel wings on the side of it. Chairman Blakley asked if the Façade grant could assist with this? Executive Director Sam Dean, (audience) stated he would need to check. Mr. Husereau stated he will have artwork within a week. Chairman Blakley asked that it be sent to Kim. Mr. Husereau stated he has done paintings in Owensville, Cuba, and did the one on side of his building. He could bring pictures of some of the work he has done. Chairman Blakley stated this artist has his own following, and people follow him around towns and stay for a few days. Mr. Husereau stated this would be the whole side of his building. Chairman Blakley suggested tabling this for future discussion after he talks with Sam. Mr. Husereau stated if they had any good ideas of the artwork he could draw please reach out.

## New Business

### a. Partnership Agreement review

Administrator Roth stated that Sam Dean, Executive Director for the Partnership is here. There is information in the packet, but Sam is available. Sam Dean passed out information. He asked if there were any questions about the information in the packet. Chairman Blakely stated she was a little conflicted about a few things. It shows we made money in 2020 with the car show, but she didn't think we had a car show in 2020. She also asked about the \$ 37,500 from the city and what was that. Director Dean stated that was the portion of the contract that was paid. Chairman Blakely stated the agreement is dated February 2021. Director Dean stated that Amanda put this together, and he would defer to her as some of this was before his time. Dave Roemer thought those were budgeted numbers only. Director Dean stated there were three payments for 2020 from the city, on the profit and loss. Ann Trent stated we did pay some funds prior to the contract that she remembers, although she was also a little confused. Director Dean thought the numbers were correct. Chairman Blakely asked about the \$ 6,000 paid out in Fascade grants. Director Dean stated when the document was created not all funds were disbursed yet, there were two payments paid out afterwards. Chairman Blakely asked about the -\$19,000. Director Dean stated that number includes the \$ 25,000 grant for the fencing project. This was a timing issue. Director Dean stated this shows most of the events, in the 2022 budget you will see how funds were spent last year. Chairman Blakely asked if we were looking at a new contract. Administrator Roth stated the contract is not up for any particular action. We are in year 3, and this was to review the Partnership activities. He has also met with them earlier and discussed. Alderman Presley stated the Board of Aldermen was looking for an update from the Tourism Commission that they are satisfied with the services. Chairman Blakely's concern was some of the activities, the Tourism money comes from the hotels and Air b n s – what percentage of the money that is being spent on these events do you feel is feeding back into that pool, or are we just draining the pool? Director Dean stated the event days, our town amenities are all booked. At the profitability of the events, in the past two years, our two biggest events, which used to be negative into events are at zero or positive. We also raised the bar at the rodeo and was one of the most successful rodeos we have had. Also, almost the same was true for the car show. While spending \$ 50,000, out of your budget, we are spending \$ 2.92 for every dollar that you are giving. This goes directly back into the community in different forms. Chairman Blakely stated Sunset on the Rails seems to stick out, and Monsterfest is great for the community, but there is a lot of money going out, and more of a community outreach event. In the future years, is the plan to make more money to have more productive events. Executive Director Dean stated last year was the first year we focused on changing the financial dynamic of the events. We improved last year and we are improving this year. We have Sunset on the Rails sponsored already, and we are working towards having profitable events or at minimum net zero. We believe we will hit a net zero for Monsterfest this year. We are all headed in the right direction, and felt that they were doing well. We just need more people on board. Chairman Blakely asked community wise, what are people wanting to make bigger and better. Director Dean stated we have had new involvement with the rodeo and car show, and it's just not the downtown area. Your investment in our organization is not just an investment downtown, it relays outward. The more households in this community the better. The plaza project is being worked on. Trudy Nickelson thought there was an outcry for something to do for the children, and thought we should think of this also. She suggested a handout out or something that talks about the growth that is coming to keep people excited. There was further discussion about the plaza upkeep. Director Dean stated he thought they always budgeted \$ 10,000 for upgrades. Last year we had multiple Fascade grants so this year it was streamlined, hoping to include commercial and residential buildings. There were questions about what was the "downtown" area. Director Dean stated he had a map from

Steve Flannery that he could share. Chairman Blakely asked about the flood buyout properties and doing something with that space. Community Development Director Myers stated the city owns about 44 properties; the challenge is with those is they cannot be built on. There was further discussion about pop up parks or something for the kids. Community Development Director Myers stated gravel trails and walking areas can be done, any park use without structures.

b. Red Cedar project review

Administrator Roth stated we are near the end of the project. The city applied for and received a grant in 2018 for the Red Cedar Park. This was before we went down the road that got us to where we are. At that time, it was just improvements to the Red Cedar parking lot. It has gone through amendments and extensions. The project has been completed, and we now have the funds. This was all expensed out of tourism, via the project fund. We returned the grant piece back to tourism. This hit our books last week. That was for \$ 162,500, which was in the budget. Community Development Director Myers stated another grant has been awarded for restrooms at Jensen's Point. Administrator Roth stated that was a Parks project, not Tourism. Tourism Director O'Malley stated we haven't taken occupancy yet. The rest of the cases should arrive in the next week or so, then interactive computers, kids room etc. We are moving along. She is starting interviews with people this month about the history. She is getting a new bid for the Red Cedar Inn sign, and also working on the electronic sign. She received approval from MoDot. She is putting a packet together how it can be paid off through ads. The RT 66 Shield was being worked on today. We had an anonymous donor who is willing to put up a shield with a backlight. Once all the numbers come in, she will bring them back. The concrete sign had a light and it was casting a shadow. They took the paint off and they are going to lower it and paint it white. Our first rotating exhibit will be about trains. The library is going to work with the Ulysses S. Grant Touring group. Community Development Director Myers stated there was a grant awarded through the Missouri Humanities Organization that paid for a guest speaker, Stan Prader, for an evening and matinee performance for this which is still out there. It is supposed to stay there for a month. Administrator Roth thanked them for being here. Kelly has been doing a great job. She will be doing the Tourism budget beginning July. Kelly will be the main point of contact and she is your director.

Upcoming events – Tourism Director O'Malley stated there are events coming up. The first one is a Teenage Easter Egg Hunt on March 31<sup>st</sup> from 7 PM to 9 PM. There is a \$ 10.00 cost with a limited amount of tickets. On April 1<sup>st</sup> there will be an adult Easter Egg Hunt at the same time. All held at the city park. We are collecting prizes now. On April 22<sup>nd</sup> we are having a city-wide garage sale, folks that want to participate will send her their address and she will publicize. On June 16<sup>th</sup> we are having a Pacific Clean up Day. This is on a Friday, so she is looking for volunteers. She continued that this is not necessarily a social media town, it's more face to face. She will have it on social media, but there is a group of folks that don't have it. She would like to have signs everywhere, with a QR Code. This is a work in progress.

c. Rodeo

Administrator Roth stated we are not under contract for this year. We would need one for this year. The budget is \$ 17,600. Steve Myers spoke to the operators and they requested adding more prize money to the contract. We spoke of it internally. The Tourism Budget is very stretched, adding to the cost would be difficult. Chairman Blakely asked if we could get a sponsor for the prize money. Director Myers stated he spoke to Lance, owner of 5J. He

congratulated them because our prize money has been \$ 426. We won first place at that level of rodeo throughout the state. They voted out of 15 different rodeos that we were first. Their position is at that level, we have that level of talent. The feedback from the attendees was very encouraging, and nothing against the contestants. To attract an increased amount of talent he suggested having a goal of \$ 1,000, which is an increase of \$ 6,800. Administrator Roth stated that would bring it to close to \$ 25,000. Chairman Blakley stated she heard we needed more seating. Is there discussion about this. Director Myers stated he don't think we should draw additional crowd until more seating is available. The rodeo committee is focused on fixing the seating problem and crowd control. He also spoke to Lynn about seating options. Chairman Blakley thought adding to the festivities on Saturday, anything to help people come in sooner. There is traffic sitting on the train tracks waiting to get there. Festivities earlier would get people there earlier and help with this. Staffs recommendations was to bump the prize money some, and look at that in the future. Our rodeo grounds are improving and other organizations are interested in utilizing the facility. He has been approached for a barrel racing only event. The more we improve the grounds, the more attractions we will have, which is exactly Jennifer's point. There has been interest in racing drones, and remote car races, which are big draws. There is a rat rod race on the horizon also, Jimmie Smooth is heading this. Chairman Blakley stated people come from other countries for this event. He applied for a special event permit. Tourism Director O'Malley stated they have had it in Cedar Hill before, but they need a place that has hotels available. This event stays around a little longer than a day. Her big goal is that there is an event every weekend. Administrator Roth stated we needed to get the rodeo under contract and asked how they wanted to proceed. Community Development Director Myers stated additional prize money will increase the level of competition, and won't necessarily draw more people right away. Administrator Roth stated we keep the rodeo proceeds in a rodeo fund. There is \$ 64,000 in this fund. This represents money from the gate and sponsorships. We contracted with Mike Gallagher last year for electric and we still owe him about \$ 16,000. City Clerk Barfield stated she had completed those entries that we spoke too yesterday. This leaves a balance of about \$ 36,000. Administrator Roth stated we must buy some bleachers, maybe at a cost of \$ 25,000, leaves about \$ 11,000 in the fund. In theory we could redirect those funds into additional prize money. Discussion followed. City Clerk Barfield stated the rodeo is in the new budget, 2023 rodeo. Administrator Roth stated these funds are just for the rodeo. Using those proceeds would be fine, he just doesn't think the budget for Tourism can handle the additional funds. City Clerk Barfield stated the contract for the rodeo comes from the tourism tax. Generally, budget is brought to you then to the board. Kelly will put the budget together for this year. Of the \$ 36,000 if you take out money for bleachers, you have the money for the prize funds. Ann Trent suggested \$ 750 to be paid from the rodeo fund for the prize money for each event. **Motion made by Lynn Vogt, seconded by Jennifer Blakley to increase the prize money to \$ 750 to be paid out of the rodeo fund. A voice vote was taken with an affirmative result.**

Community Development Director Myers stated he needed to clarify the date. That would be September 29<sup>th</sup> & 30<sup>th</sup>. City Clerk Barfield agreed. Administrator Roth stated Kelly was looking over the contract. He would target the Feb 21<sup>st</sup> meeting for Board of Aldermen approval.

Next meeting – February 21<sup>st</sup>, 2023 at 3:30 PM.

### **Adjournment**

There being no further business, motion made by Director Trent, seconded by Director Roemer to adjourn. The meeting adjourned at 5:00 p.m.