

February 1, 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 Trudy Nickelson  
Ann Trent Lynn Vogt

Other City officials present: Administrator Roth, City Clerk Barfield, Community Development Director Myers.

**Minutes**

- a. Minutes from January 11, 2022

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

**New Business**

**Unfinished Business**

A. Update on Red Cedar

Community Development Director Myers stated the team met about two weeks ago. They discussed many items, one being the lead time it is taking to get product. There were changes made and there are change orders that go before the Board of Aldermen this evening. These changes led to a \$ 30,000 savings. Some of the changes were lighting and ceiling tiles. The electric is being installed and the sprinkler system. He also wanted to plant a seed today regarding Electric Vehicles. This is an item of the future. A charging station at the Red Cedar would be an advantage. He has met with an Ameren representative. He presented statistics regarding Electric Vehicles, and 40% of all automobiles sold will be electric or a hybrid by 2030. If Red Cedar is a destination point, having this available along the route will help people plan. Ameren has a program that pays for 50% of a project to establish this. There are two levels: one being a Level 2 which is a slower port and costs between \$ 2,000 to \$ 10,000 per port depending on the site preparation. The next level is the higher faster charging port. This allows the vehicle to be charged for 45 minutes and they can go 100-200 more miles. This cost is \$ 10,000 to \$ 20,000 per port. Stations are being added all across the nation. Currently Landing Hub has a station. He is going to meet with an Ameren installer to look at the site to be able to present an accurate number. He would like the City to enter into an Agreement with Ameren to proceed with this, with Ameren paying 50%. Today, he was presenting information, and will bring the results of his meeting back. Director Nickelson also asked for research on how quickly will this outdate itself, meaning will the Federal Government or someone else be installing them all over at

some point. Director Vogt stated this is the wave of the future, he is doing a job in Michigan and has been asked to supply them with 40 EV golf carts.

B. Request from Pacific Area Chamber of Commerce regarding brochures.

Pacific Area Chamber of Commerce Director, Tiffany Wilson handed out an example of the old brochures. She stated she has no maps available. In 2015 the Chamber partnered with the Tourism Commission and brochures and maps were created. People still stop by the office asking for these. At that time the brochure spotlighted Pacific and day trips from here, and then the website discoverpacific.com was developed. That website is kept up to date. The Economic Development Committee under the Chamber met, and thought updating this with a QR Code would be beneficial. The Chamber is donating her time and resources toward this. There was further discussion on the list of attractions and who the target audience was. Director Wilson stated they were targeting tourism and promoting the community together. The Commission thought the maps that are pulled off of a pad, like at hotels would be helpful. Director Wilson obtained pricing of \$ 1,788 for 2,000 of them. The map would be on the inside of the brochure. Discussion followed. The Committee would like to see the cost of the brochures, and then the map like previously discussed. **Motion made by Director Blakley, seconded by Director Trent to table to next meeting for costs. A voice vote was taken with an affirmative result.**

**Miscellaneous Business**

Director Myers stated the Mayor asked him to speak to all the organizations about the anniversary of Route 66 in 2026. In 2019 the City and Chamber participated in the Bi-Centennial parade with Franklin County. We took 1<sup>st</sup> place out of 68 floats. We can do great things as a team. He does not want us to miss the boat this time. He is planting the seed now, if you want to be on the Planning Committee for this event, please contact him. This will be a global and national draw. Chairman Blakley stated we have discussed banners about this. Director Myers thought by default, everyone on this committee would be in on the Planning Committee.

Director of Tourism position – Administrator Roth stated the proposed ordinance was passed out prior to the meeting. This goes before the Board of Aldermen this evening and establishes the position and then codifies into the code. There is no budget set for this position yet. The basic structure of the job description is in the ordinance, but there will be further descriptions. Director Nickelson would like to see the full job description.

Next meeting – will be March 8, 2022.

**Adjournment**

There being no further business, motion made by Director Trent, seconded by Dave Roemer to adjourn. The meeting adjourned at 4:29 p.m.