

TOURISM COMMISSION MEETING MINUTES
12/8/2015

Meeting called to order at 3:01p at Festus City Hall, council chambers.

Members present: Judy Williams, Pam LaPlant, Dave Stoll, Krystle Burke, Jim Muellersman.
Guests/Requesters: Jim Gramlich, Lynn Church, Jim Berger, Pat Parsons, Mayor Cage, Larry Crites, Barb Lowry, Denny Foster, Pat Robart, Michelle Guidicy, Happy Welch.

Agenda approved: Laplant made motion, Stoll 2nd. All ayes, no nays.

Minutes Approval from 7/18/2015. Stoll made motion. Jim 2nd. An amendment requested by Burke to add an "e" to the end of her first name. Motion and 2nd amended. All ayes.

Barb Lowry, the Event/Sports Marketing manager described the upcoming solar eclipse in 2017 that will include Festus and create our area as a destination for those that want to view the spectacle. Lowry explained how Tourism can help with planning for the potential influx of visitors, an estimate of 4,000 to 5,000 to West City Park, and how the city will plan events for the weekend of the eclipse. She is requesting \$4,886.69 to purchase solar glasses and reserve porta-potties for the park.

Lowry requested funding to reserve items for a Winter Festival on Main St. in 2016. She is planning movies, trees, contests, carriage rides, ice carving, a petting zoo, in addition to the Santa's House at Schneider Park. She is requesting \$1,730 to begin reserving items for next year and she will return to the Commission in the summer with a more detailed plan and financial request for the 2016-17 budget year.

Lowry also requested that Tourism allocate funds to purchase a large community sized Christmas Tree, 18'-26' tall, to be placed at Schneider Park at a cost of \$16,390.

Lowry, in addition, requested \$34,534.23 for an outdoor movie screen, projector, and sound system for future events.

Happy Welch requested \$1,800 to purchase 4 solar powered spotlights for the new I-55 highway signs. The lights emit an equivalent of 200 watts of power each, are LED, and are rechargeable.

Welch also requested that the Commission sponsor local business logos for new blue information signs for I-55 to promote restaurants in town. The cost for each logo is \$1,025. The cost for the business each year is \$1,500 each way. A new sign could handle six more logos.

Michelle Guidicy, President of the Friends of the Festus Parks, returned with more information on shade covers for the upper West City Park playground. They talked to other users of the UV resistant flexible material about wear and tear. Other groups, like the YMCA, take the covers down in winter, and have had their covers for 5 years with little visible wear. The cover Friends are reviewing has an 8 year warranty on the fabric and a 20 year warranty on the support posts. She is requesting \$15,000 with Friends matching the difference in the cost.

Pat Robart was there representing Todd Mahn to request sponsorship to bring the Travelling Vietnam Veterans Memorial back to West City Park. She described how the memorial arrives on a Wednesday, is setup on Thursday and then opens until 8 that evening and then breaks down on Sunday after a memorial service in the morning. Security is required, as well as volunteers to monitor the area, assist with merchandise purchases, etc. She also presented a cost estimate taken from the previous time the wall was in Festus. Total cost is estimated at \$53,825.

Happy Welch then requested funding to add vendor booth electric to the east and west sides of the new stage/soccer field area, funds for a 50x50 foot concrete pad in front of the stage, a sidewalk from the steps/ramp area to the street, permanent band lighting light tower-lights-and controller, a nice logo sign for the front of the stage, and a vented banner for the back of the stage behind the artists. Total request was \$44,710.

Welch also went through a group of ideas from Chris Hagan: Flowering tree promotion, hanging flower baskets on Main St., Festus flag promotional t-shirts, a mountain bike trail on the north end of West City Park in the wetlands area, Frisbee golf tournaments and build a Facebook page for Festus disc golf, plant new large shade trees away from Sunshine Dr. and then remove the cedar trees along the road, sponsor the Santa's House in the future, advertise in vacant store windows about Festus as well as pole signs that are not being used and advertise on billboards to promote businesses along the highway, save funds for a future purchase of a sculpture as a tourist attraction, and design a catchy lapel pin that makes light of the mispronunciations of the Festus name.

Welch updated the Commission in regards to the funding set aside for a youth football tournament. Robert Bruns was organizing the event and had set up a website and started purchasing merchandise but ran into roadblocks when trying to set the tournament up on Labor Day weekend and in November. However, he has been in contact with an organizer of a similar event in Hazelwood in November and will work with this group next year to set up a tournament. The Hazelwood tournament attracted teams from Louisiana and Minnesota.

Jim Berger thanked the Tourism Commission members for their support and detailed some numbers of Pickleball users since the courts were set up. They hope to have a tournament next year.

Mayor Cage thanked the Commission for the Santa's House decorations they purchased in 2014.

Denny Foster of Main and Mill Brewing Company described his vision to have a large festival for 2016 on the back parking lot along S. 2nd St. He is hoping to attract a couple of bands and work with other downtown businesses to promote the event, with sponsorship help from the Tourism Commission.

Review of funding requests for revised FY2015 - 2016 granted:
Stoll made a motion to approve the following sponsorships. Muellersman 2nd. Voting in favor:
Laplant, Stoll, Williams, Muellersman, Burke. No nays.

Items approved are as follows:

Vietnam Veterans Memorial Travelling Wall - \$30,000

2017 Eclipse - \$5,000

Winter Festival - \$2,000

Large Community Christmas Tree - \$16,390

Solar Lights - \$1,800

Concessionaire Electric and Additions to Stage Area - \$40,000. Does not include stage lighting
but does include a request to install 2 parking lot type lights on the east and west side at a
cost of \$5,000 each.

Playground Canopy Shade Cover - \$15,000

Total Spending - \$110,190.

Review of funding requests for revised FY2015-2016 not granted.

Outdoor Theatre System

Sponsored Blue Highway Signs

Motion to adjourn made by Stoll. 2nd by LaPlant. All ayes. Meeting adjourned at 5:10p.