

TOURISM COMMISSION MEETING MINUTES  
11/18/2014

Meeting called to order at 3:00 p.m. in Festus Council Chamber.

Members Present: Pam LaPlant, Dave Stoll, Judy Williams (Chairperson), Jim Muellersman

Member Absent: Deane Hartsell

Guests/Requesters: Happy Welch, Larry Crites, Luke Tetrault, Patrick Thomson, Claudia Kirn, Tonda Breeze, Roger Hagan, Denny Foster, Barry Foster, Becky Ruth, Robert Bruns, Pat Parsons

Agenda approved: LaPlant made motion. Muellersman 2<sup>nd</sup>. All ayes.

Minutes approved from 7/17/2014: LaPlant made motion. Stoll 2<sup>nd</sup>. All ayes.

Tonda Breeze and Claudia Kirn, representing Twin City Days, requested \$5,000 to offset costs for Twin City Days. They said the concert sponsored by the Tourism Commission in 2014 was a big success and that the event does not make much money each year, about \$2,000 to \$2,500.

Luke Tetrault and Patrick Thomson, representing Main St., requested funds for erecting commercial grade Christmas Trees at Schneider Plaza. The cost for an LED tree is \$6,000 to \$12,000. They want to create an attraction at that corner in addition to the Santa's House. Mr. Thomson requested \$13,000 to \$15,000 for the trees. Storage and manpower issues need to be considered.

Becky Ruth who is organizing the Santa's House described how the house would be set up and decorated.

Thomson also discussed wrapping the light poles in garland and adding lights in addition to the snowflakes. Thomson, who does this professionally, could install the garland and lights.

Ruth believes all of these will bring people to Main St.

Denny Foster requested some more information about how the Tourism Commission would help with street festivals on Main St. He was directed to talk to Happy Welch about funding.

Robert Bruns, Twin City Youth Association Football, would like to do a 3 day "jamboree" over the Labor Day weekend, and bring in football teams from outside the immediate area. This is for 6<sup>th</sup> grade teams west of Columbia, MO, and east of Mt. Vernon, IL (as an example). The teams would be participating each day with a tournament style approach the last day. He is requesting \$16,525 to offset costs of the tournament. The teams will participate on the Festus High and Crystal City High School football fields. He hopes to expand it more in the future.

Larry Crites, Parks Superintendent, brought back to the Commission the concession/bathroom at Sunset Park. He described the prefab unit to purchase and advised that Sunset is now the home to the Festus High School softball team. He requested \$290,000 in addition to the \$135,000 already set aside by Tourism. He stated the concession stand has been reduced in size and will accommodate a vendor but that the city will not provide the equipment.

Happy Welch had three requests for the commission.

He requested the commission review and approve the size and location for a stage with an improved look from the last Commission meeting. The Commission requested something made of sturdier materials and the new plan calls for a concrete and steel structure. The size ranged from 60 x 40 feet to 36 x 20. Discussion with the City Council and Park Board highlight that they would like to see the stage located on the soccer field just past the gazebo. To move it there the electric is a fixed cost of \$46,860. Cost for the structure can range from \$36,570 to \$128,050 with additional costs for a survey and engineering. To place the stage on the fairgrounds area would cost \$8,000 for electric.

The second request was for funds to help promote the Traditional Music Festival and get the message out south of Jefferson County and in Illinois. He requested \$2,000.

The third request is to explore having an existing employee be engaged as an Event/Sports Marketing Coordinator, adding to that person's regular salary and allowing for overtime expenses to be paid by Tourism. The Commission has requested that the city do more marketing of the playing fields and help coordinate events to bring tourists in. The future may include a full time person if the benefits are proven after trying it as a part-time setup. He requested \$5,000 to be used for salary/overtime.

Jim Muellersman advised the other Commission members about his findings on the elevated sign near Pogolino's. Estimated cost would be \$2,050. Commission members asked the city to contact the non-profits that are on the sign and request \$100 to offset the cost and to contact the new Knights of Columbus club at Our Lady's Church and the Eagles Club. The sign is to read "Welcome to Festus."

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Review of funding requests for FY2014 - 2015 granted:

Muellersman made motion to approve the requests at the following funding levels. LaPlant 2<sup>nd</sup>. Voting in favor: Laplant, Stoll, Williams, Muellersman. No nays. Mr. Stoll was hesitant about the Christmas light/garland idea for Main St.

Twin City Days - \$5,000

Christmas Lighting for Main St. - \$2,500

Youth Football Tournament - \$16,525

Concession Stand Sunset Park – no funding, request more details on concrete walls, concrete floor, electrical, and plumbing costs

West City Park Stage Proposal – Approved the 50 X 20 stage to be erected at the soccer field.

Total cost approved for electric and stage is \$106,710

Traditional Music Festival - \$2,000 for advertising

Events/Sports Marketing - \$5,000

Welcome to Festus sign near Pogolino's - \$2,050

Motion to adjourn made by Stoll. Muellersman 2<sup>nd</sup>. All ayes. Adjourn at 5:10p.