

TOURISM COMMISSION MEETING MINUTES
6/20/2013

Meeting called to order at 3:05p at Festus City Hall, council chambers.

Members present: Pam Laplant, Dave Stoll, Chris Hagan, Judy Williams.

Member absent: Deane Hartsell

Guests/Requesters: Happy Welch, Robin Schrage, Claudia Kirn, Kirk Mooney, Kathy Murphy, Tim Lewis, Larry Crites, Pat Parsons, Bill Haggard, Matt Clemens, Mike Cage.

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

Dave Stoll elected chairperson: Williams mad motion, Hagan 2nd. All ayes, no nays.

Councilwoman Kathy Murphy presented a request for improvements at West City Park Butch Lucas Field (baseball field) to appropriate \$15,000 for a new scoreboard and \$20,000 for a new irrigation/Bermuda grass infield. She stated the current scoreboard is hard to see, and the infield has patchy areas of Fescue type grass that make is difficult for ballplayers to field infield hits. She stated the American Legion team would invite other out of the area teams in to play a weekend tournament but they don't believe the field is nice enough or safe enough.

Kirk Mooney and Claudia Kirn requested partial funding of a headline band for the 2014 Twin City Days celebration as a homecoming festival to highlight the 20th anniversary. They want to bring in a headline talent in the \$50,000 and under range to play at West City Park on Friday night to compliment the Saturday night music group and get people in for the whole weekend. They will allow Festus to do the concessions and parking to be fundraisers for the city.

Parks Superintendent Larry Crites updated the commission about the progress softball/baseball field progress at West City Park and Sunset Park. Commissioner Hagan was disappointed the construction was not completed yet. Crites said they will have the main field ready for girls softball this fall, but the rest of the facility will not be ready until late this fall and ready for tournaments next spring. He requested an additional an additional \$35,000 for dugout benches, bleachers, and sidewalks for accessibility.

City Administrator Happy Welch requested an additional \$6,000 for the singles tennis court surface improvement. After consulting with a local paving company, they suggested placing 2 inches of asphalt over a petromat for longer durability for the court. The commission had appropriated \$10,000 for the improvement, but that would only cover a 1 inch without petromat finish.

Building Official Matt Clemens updated the commission on the road signs and grass cutting on I-55. The sign is still in the process of being approved by the Federal Highway Commission with some changes requested. He believes the sign will be installed this fall.

Welch requested some advertising money for the Main St. Car Cruise to invite cruisers from the northern part of Jefferson County and south in St. Francois and Ste. Genevieve counties.

Welch then presented the finished brochure that will be produced and distributed in July. Commission members requested that those brochures be distributed to Paducah, KY, visitor areas, and around the state. He requested an additional \$10,000 for the next fiscal year to develop a 2nd brochure to distribute that will attract visitors to Festus.

Michelle Guidicy, president of the Friends of the Festus Parks, updated the commission on current activities and requested \$6,000 funding for advertising and tourism for the next fiscal year. They are expanding their activities to include a beer tasting event at Twin City Days.

Welch requested another \$30,000 set aside for a Sunset Park Concession stand. The commission set aside the same the year before for the \$150,000 project.

Herculaneum Fire Chief Bill Haggard and Robin Schrage requested tourism funds to help promote the Missouri Firefighters Association convention next April at the Best Western motel in Festus. The commission can be a sponsor of the event with proceeds used to advertise around the state to bring in firefighters to stay at local hotels. The Best Western is just about booked already for the convention and they believe there will be more attending.

Review of funding requests granted:

Williams made a motion to approve all requests at requested funding levels. She asked Murphy to contact the Festus school board and ask them to participate in the scoreboard purchase. She said the American Legion is financially strapped and would not be able to participate. She also recommended extra grass cuts to the highway maintenance agreement (for the highway signs) to be added to the ongoing maintenance allocation of \$5,000. Total for approvals is \$155,850. Laplant 2nd. Those voting in favor: Laplant, Stoll, Hagan, Williams. No nays.

Funding breakdown for new items:

Lucas Field scoreboard - \$15,000

Lucas Field infield/irrigation - \$20,000

Twin City Days headline band - \$25,000

Softball/baseball field additional funding - \$35,000 (added to \$150,000 previously approved)

Singles tennis court additional funding - \$6,000 (added to \$10,000 previously approved)

Increase grass cutting on I-55 - \$1,350

Car Cruise advertising - \$1,000

Tourism Brochure #2 - \$10,000

Friends of the Festus Parks support - \$7,500

Sunset Park Concession stand set aside - \$30,000

Firefighter Convention tourism support - \$5,000

Motion to adjourn by Laplant, 2nd by Williams. Meeting adjourned at 4:40p.