

TOURISM COMMISSION MEETING MINUTES
7/17/2014

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

Members present: Pam LaPlant, Dave Stoll, Jim Muellersman, Judy Williams.

Member absent: Deane Hartsell

Guests/Requesters: Happy Welch, Larry Crites, Pat Parsons, Michelle Guidicy, Chris Hagan

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

Judy Williams elected chairperson: Stoll made motion, LaPlant 2nd. All ayes, no nays.

Michelle Guidicy, president of the Friends of the Festus Parks, presented an itemized list of projects they have either completed for FY2014 or are upcoming to demonstrate how active they are in the city. She requested funding of \$7,500 for the next fiscal year to help promote activities such as the Blues/Funk Fest, Brewfest, Gong Show, and others.

Larry Crites, Festus parks superintendent, requested funds for a full concession stand/restroom building to be located in the open area behind field #1 left field. He said the facility will be 30 by 60 with a fully outfitted kitchen area and multiple seat restroom facility. He stated that the fields (including the West City Park complex) have hosted 2 small baseball tournaments, a larger baseball tournament, and Festus High School Girls Softball is moving to Sunset Park as their home field. His requested amount is \$310,000.

Williams asked about just erecting the building shell and then doing the improvements later.

Stoll said didn't like spending all the money upfront to complete the project and requested that umpires be contact to notify others about the availability of the fields.

Crites also requested \$20,000 for field conditioner for all fields.

Crites, in addition, requested \$10,000 to install sod at Lucas Field from 3rd base line to 1st base line along the dugouts. Williams asked if the schools participated financially with the city to maintain the fields. No, they do not. The city then maintains control over administration of all field activities. Williams requested that the city look into asking the school to participate.

City Administrator Happy Welch requested \$4,000 to install a new electrical panel at the tennis courts so all the electrical equipment at Sunset Park is then updated. A new timer would be included and in the future new lighting can be considered to encourage tennis tournaments. The singles court will be completed this summer so all the courts will be available.

Welch requested allocation of \$5,100 for the grass cutting along I-55 as part of an agreement with MoDOT once the "Welcome To" signs are installed. This is a yearly budget item.

Welch requested \$1,000 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 2nd brochure that promotes festivals and activities in Festus. 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 marketing campaign with our brochure vendor that will brand the area to attract visitors to Festus.

Welch requested \$20,000 to erect a wood deck stage and cloth cover at the southwest corner of the fairgrounds. Muellersman said there are better staging equipment available and, as the rest of the commission, didn't like the plain look of the stage nor the cover.

Chris Hagen, former commission member, has a number of suggestions for tourism. He would like to see the city adopt an official tree and offer them to residents to plant in their yards. He suggested a Cherry Blossom tree and that it could become a festival during blooming season if everyone plants them along the street. He requested the sign above Pogolino's to be redone to improve the look when going west on Main St. He recommended it say "Welcome to Downtown Festus" but it may be difficult to get the civic clubs to participate if you don't include both cities. He stated the commission could sponsor pins or shirts for distribution to ball teams, that have a fun aspect to them. Hagen would like to see a multi-tree display at Schneider Park with various sizes, colored lights, and distribution. He wasn't sure where the trees could be stored. He says the West City Park Christmas display is not bringing in the tourism it should be.

Review of funding requests for FY2015 granted:

Williams made a motion to approve requests at the following funding levels. Laplant 2nd. Those voting in favor: LaPlant, Stoll, Muellersman, Williams. No nays.

Friends of the Festus Parks support - \$15,000

Sunset Park Concession Stand and Restrooms - \$75,000 allotted for restroom portion with \$60,000 set aside previously. Commission requested that parks install full foundation, rough in plumbing, and concrete flatwork and complete concession area later. They highly recommended a complete set of drawings, costs, and timetable be presented to them prior to Christmas for review of allocation amount

Field Conditioner - Denied

Lucas Field infield sod improvement - \$10,000

Singles tennis court electric panel funding - \$4,000

Grass cutting on I-55 - \$5,100 -- Rebudget \$12,950 for sign in FY2015 budget

Car Cruise advertising - \$1,000

Tourism Marketing - \$10,000

West City Park Fairgrounds Stage – Denied

Get quotes for building sign renovation

Get Christmas tree catalogue for ideas about Schneider Plaza tree decoration

Total Distribution \$133,050

Williams would like to meet before Christmas to review approvals and look at concession/restroom install plans and specifications.

Motion to adjourn by Laplant, 2nd by Williams. All ayes. No nays. Meeting adjourned at 5:35p.