

TOURISM COMMISSION MEETING MINUTES
7/23/2015

Meeting called to order at 3:10 p.m. in Festus Council Chamber.

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

Guests/Requesters: Happy Welch, Larry Crites, Tonda Breeze, Paul Flynn, Denny Foster, Chris Hagan, Robert Bruns, Pat Parsons

Minutes approved from 7/17/2014: LaPlant made motion. Muellersman 2nd. All ayes.

Michelle Guidicy requested \$15,000 for Friends of the Festus Parks events and concerts and \$10,000 as a match for a shade cover of flexible material for the upper playground at West City Park.

Jim Berger from the Jefferson County Pickleball League requested \$1753.41 to help pay for resurfacing material at the Jokerst Park asphalt pad and for a portable net system. The JCPL will be having a tournament on the site during Twin City Days 2015 and would like to put together another tournament in 2016 to bring players to Festus.

Robert Bruns with Jefferson County Youth Football updated the commission on the American Football Frenzy “jamboree” Labor Day weekend 2015. He said they had bumped into a problem with Crystal City High School football field unusable because of river flooding and that they needed to add another field and officials so teams could play the amount of games stated but not be out all day. He is requesting \$14,000 to help sponsor the 2016 tournament, if the 2015 tournament proves successful. He is also hoping to have some logistical assistance next year to help organize the event.

Tonda Breeze representing Twin City Days, requested \$5,000 to offset costs for the band to play at West City Park in 2016.

Larry Crites, Parks Superintendent, requested \$75,000 to cover the costs of a new bathroom concession building for Sunset Park. He had new plans from an area vendor that reduced the cost of the building by 1/3. He wants to install the building this fall.

Happy Welch had multiple requests for the commission.

He requested \$2,000 for the Main St. Car Cruise to advertise around the county and in town to promote the event.

He requested \$10,000 for a sports marketing/events person partial salary and funding for events.

He is asking for \$25,000 to create a marketing plan for the city to cover 5 years of events and activities and have it in an easy to present form to the commission for each year’s approval. This can be more of a coordinated marketing plan to better utilize commission funding.

He is also asking for \$2,000 to promote the Traditional Music Festival.

Because of cost overruns, Mr. Welch requested an additional \$50,000 for the West City Park stage. The extra funding would be enough to pay for the foundation/floor/metal structure and be used to extend electric to the area on the east side of the cedar trees for vendors.

And the commission needs to again approve grass cutting along I-55 for the areas around the new highway signs.

Review of funding requests for FY2015 - 2016 granted:

Stoll made a motion to approve the following sponsorships. LaPlant 2nd. Voting in favor: Laplant, Stoll, Williams, Muellersman, Burke. No nays.

Friends of the Parks - \$15,000 (\$10,000 for playground cover denied—want more information)

Jefferson County Pickleball League - \$1,753.41 + \$5,000 for replacing lights and electric panel

Jefferson County Youth Football - \$14,000, requested that marketing/events person assist with planning in 2016 if tournament continues

Twin City Days (Chamber of Commerce) - \$5,000

Festus Parks Dept. - \$75,000 for concession stand and other construction

Main St. Car Cruise - \$2,000

Marketing/Events person - \$10,000 for salary increase and funds for events

Marketing Plan - \$25,000

Traditional Music Festival - \$2,000

West City Park Stage - \$50,000

Grass Cutting - \$5,100

Total Cost of Approved Funding - \$209,853.41

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