

TOURISM COMMITTEE MEETING MINUTES

7/25/2012

Meeting called to order at 2:07 p.m. at Festus City Hall.

Members present: Judy Williams, Deane Hartsell, Pam LaPlant, Dave Stoll

Member absent: Chris Hagan

Others present: Mayor Cage, Happy Welch, Matt Clemens, Brent Abrams, Kristin Gendron

Dave Stoll nominated to be chairman by Judy Williams. Seconded by Pam LaPlant. All ayes. No nays.

1. Need to see what hotels/ motels distribute for brochures currently. Chris Hagan had a pamphlet he has distributed and need to see if he has a copy for reference. Check about creating a website for visitors and distribute the address to online sites to direct visitors to Festus.
2. The highlight pamphlet would need to contain special deals from restaurants and hotels as a send along sheet to create interest from vendors to stay overnight. Or they might include special packages to promote an overnight stay.
3. Advertising can include contacting 573 Magazine for advertising rates and article information. Downtown Cruise – want to know more about advertising costs— try to bring people in from down south as well as St. Charles, Franklin County.
4. Motion made by Ms. Hartsell to allocated \$10,000 to the City of Festus to refinish the singles tennis court in Sunset Park. 2nd by Ms. LaPlant. All ayes, no nays.
5. Collect more information from event organizers on the cost involved with organizing softball tournaments, quilt shows, etc.
6. Get prices on billboards along I-55.
7. Matt Clemens presented improving the intersections with I-55 and Highway A and adding two monuments, 1 north, 1 south, to promote traffic off the highway to stop and purchase necessities and spend time in the community. Cost of the monument is \$10,700 each. Mr. Stoll would like to see more landscaping at the intersection maintained by the city to improve the view from the highway.
8. Water Play Area at a cost of \$125,000 – 150,000. Questions asked about who maintains, water amounts used, cleanup issues, timeline on when the area would be utilized. Bring in a representative to discuss more about what is involved in the project and can it be used as a skating rink in winter.
9. Friends of the Parks requested financial assistance to offset the costs of promotion and activity development for a number of projects they are actively organizing: Blues Festival, Christmas Lights in the Park, exercise classes, etc. Motion made to allocate \$5,000 to the Friends of the Festus Parks to offset costs to promote tourism by Ms. LaPlant. 2nd by Ms. Hartsell. Yes – LaPlant, Hartsell, Stoll. No nays. Abstain – Williams.
10. Committee wants to know the costs for movie screen advertising.
11. Larry Crites presented an update on progress at Sunset and West City Parks on the ballfields. He also presented new requests including a concession/restroom

facility at Sunset Park for \$150,000, and a mobile/portable stage for concerts at a cost of \$90,000. No motion.

Motion by Ms. Williams to adjourn. 2nd by Mr. Stoll. Meeting adjourned at 4:46 p.m.

Happy Welch
City Administrator