

TOURISM COMMISSION MEETING MINUTES
8/30/2012

Meeting called to order at 2:05 p.m. at Festus City Hall.

Members present: Deane Hartsell, Chris Hagan, Judy Williams, Pam LaPlant, Dave Stoll
Guests: Craig Williams (Community Link), Denelle Smugula (Image Maker Marketing), Kristin Gendron (Friends of the Parks), Pat Parsons, Larry Crites, Matt Clemens, Mike Cage, Happy Welch.

Agenda approved: Williams made motion, seconded by Hagan. All ayes. No nays.

Minutes approved (7/25/2012): Williams made motion, seconded by Hagan. All ayes, No nays.

Craig Williams with Community Link described how a production company like his could create booklets, folders, and online promotional items to inform guests at the hotels about the food, services, parks, and downtown areas available. He said the price for the digital feature is \$9500 to produce and roughly \$16,000 for a handout. Both could include sponsors such as local businesses.

(Members agreed to wait and approved funding items at the end of presentations)

Denelle Smugula from Image Maker Marketing and 573 Magazine detailed that just buying an ad in the award winning 573 Magazine is a venue for advertising Festus activities, but that the committee should come up with an overall marketing plan to get the most out of advertising. 573 Magazine is published 6 times a year, free initial artwork with a ¼ page or larger ad, changes to copy costs extra, they have 12-16,000 issues distributed with 2,000 unique hits online. Cost for an ad is \$595 a month for a year contract in a single zone, double if in both zones (\$7200). She has data available from an independent auditing firm that can show hard data about the magazine and readers.

Advertising on billboards had a varied rate structure depending on location and contract length. Monthly rates for a year long contract could range from \$800 to \$1,000 per month depending on vendor: DDI and CBS Outdoor. Both provided the vinyl sign for the initial setup at no cost. Digital advertising with CBS cost \$2400 to \$3200 per month.

The Commission was asked to include funding upcoming activities like the downtown car cruise, Firecracker Festival, Twin City Days.

Matt Clemens presented information on two "Welcome to" signs for the northbound and southbound I-55 traffic. He broke down the costs of creating and installing the signs, landscaping, and a guardrail that has to be installed per the Missouri Department of Transportation. The city also signs an agreement with the state to maintain the right of way at I-55 and Highway A at a cost of around \$5,000 per year. He also discussed installing some new retaining walls and landscaping. Cost of the signage is figured at

\$12,237. Right of way improvements are figured at \$15,250 for the first year, \$4,050 thereafter to cut the grass.

Kristin Gendron requested additional funding for the Friends of the Parks to extend into next summer for the 2013 Blues Festival. She reviewed Facebook numbers with the commission and discussed advertising in the Riverfront Times. She requested extra funding of \$3,000 to offset costs for 2013 (the Friends budget is calendar year). Funding is not recommended for events like Yoga and Zumba. The Friends of the Festus Parks has approximately \$16,000 in their account.

Review of funding requests:

Hotel/Motel pamphlets – Motion made by Hagan to approve \$10,000 to develop and print pamphlets for distribution in motel rooms. 2nd by LaPlant. All ayes, no nays.

Commission members emphasized that the pamphlets must also be delivered to other venues like visitor centers along highways, and that there should be some oversight of the hotel/motels to make sure they are placing the pamphlets into the rooms.

573 Magazine ad and billboards – on hold – no funding at present

Main St. Car Cruise, Firecracker Festival – no funding

Highway Signs – Hagan motioned to approve \$17,000 to fund installing 2 “Welcome to” signs along I-55 at Highway A exit and to keep the grass cut at \$4,050 per year. Hartsell 2nd. All ayes, no nays.

Friends of the Parks – Motion by Williams to add \$1,000 to the \$5,000 originally approved to offset advertising costs for the Blues Festival in 2013. Hagan 2nd. All ayes, no nays.

Sunset Park Concession Stand – Motion made by Hagan to approve \$30,000 to be set aside for future funding of concession stand/bathrooms at Sunset Park. Williams 2nd. All ayes, no nays.

Motion to adjourn meeting by Williams. 2nd by Hagan. All ayes, no nays at 5:35p.