

**AGENDA**  
***Joint Meeting***  
**Ste. Genevieve Tourism Advisory Council/**  
**Tourism Tax Commission**  
**Tuesday, July 19, 2022**  
**5:30 pm**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**APPROVAL OF AGENDA**

**APPROVAL OF MINUTES OF PREVIOUS MEETING – April 19, 2022**

**FINANCIAL REPORT**

**PUBLIC COMMENTS**

**OLD BUSINESS**

Website  
Rack Cards

**NEW BUSINESS**

FY2023 Budget  
Visitor Profile Study

**OTHER BUSINESS**

**ADJOURN**

Join Zoom Meeting

<https://us02web.zoom.us/j/82676896557?pwd=U0dMdHZJTk15TFhuZGdmYW1STkk1UT09>

Meeting ID: 826 7689 6557 Passcode: 211273

By Phone: 1-312-626-6799 US (Chicago) Meeting ID: 826 7689 6557 Passcode: 211273

**MINUTES OF THE STE. GENEVIEVE  
TOURISM TAX COMMISSION AND  
TOURISM ADVISORY COUNCIL  
REGULAR MEETING  
STE. GENEVIEVE CITY HALL  
Tuesday, April 19, 2022  
5:30pm**

**CALL TO ORDER:** 5:32 p.m.

**APPROVAL OF AGENDA:** 1<sup>st</sup> Kandy Sue Mahurin, 2<sup>nd</sup> Dena Kreitler. All Ayes.

**ROLL CALL:** Present: Mike Fallert, Lawrence Myers, Geoff Giglierano, Susan Johnson, Dena Kreitler, Donna Rausch, Kandy Sue Mahurin, Brigette Bennett.

Absent: Nicole French, Dee Patel, Kelly Fallert, Laura Oliver

Also in attendance: Jeff Wix, Happy Welch, Mark Evans

Minutes: From January 18, 2022. 1<sup>st</sup> Dena Kreitler, 2<sup>nd</sup> Susan Johnson. All Ayes.

Financial report was included in packet with a balance of \$71,419.30. 1<sup>st</sup> Dena Kreitler, 2<sup>nd</sup> Geoff Giglierano. All Ayes.

**Old Business**

417 Riders participated in the first StG Gravel Classic Bicycle Race. It was good exposure to riders not familiar with Ste. Genevieve or the county.

Facebook posts continue to reach a good audience with work on combining information between all of the Facebook pages.

JAAD Creative Services were selected by the Board of Aldermen to help to develop and update the VisitSteGen.com website. Discussion also surrounded using QR Codes for sites for visitors to get a quick rundown when out front of the various sites and businesses around town.

Rack Cards were passed out are now being displayed along the interstate routes through a contract with CTM Media and in town. Discussion centered on bringing more of the French heritage to the card instead of what is currently featured. The cards were tested with about 1,000 individuals to get feedback before the final card style was produced.

**New Business:**

The City is contracting with Robinson Signs for electronic billboards in Kentucky, Illinois, Missouri and Iowa. The City is putting together coalition of groups to offset the \$55,000 cost for the 1 year contract with over 80 billboards available with Robinson. The County has set aside funds and Jeff is working with other groups to participate and to promote the variety of activities in the whole county.

**Other Business:**

Kandy Sue Mahurin asked about trails/sidewalks for St. Mary's Rd. due to speeding vehicles and vehicles running through the stop sign. She would like to see a speed bump, or rumble strips to slow drivers down since there are more pedestrians walking to and from the NPS sites. Welch advised he would discuss with the police chief to step up enforcement.

**ADJOURNMENT:** 1<sup>st</sup> Susan Johnson, 2<sup>nd</sup> Lawrence Myers. All Ayes. Meeting adjourned at 7:14 p.m.

**Respectfully submitted by,**

**Happy Welch  
City Administrator**

**REVENUE & EXPENSE REPORT**  
**CALENDAR 7/2022, FISCAL 10/2022**

ACCOUNT NUMBER	ACCOUNT TITLE	MTD BALANCE	YTD BALANCE	BUDGET	DIFFERENCE
TOURISM COMMISSION FUND					
REVENUES DEPT					
23-04-4015	TOURISM TAX	1,068.39	24,133.36	20,000.00	4,133.36-
	TAX RECEIPTS TOTAL	1,068.39	24,133.36	20,000.00	4,133.36-
23-04-4188	CONVENIENCE FEES	.00	.00	.00	.00
	CHARGES AND FEES TOTAL	.00	.00	.00	.00
23-04-4138	INTEREST	.00	237.50	150.00	87.50-
	MISC. & DONATIONS TOTAL	.00	237.50	150.00	87.50-
23-04-4438	WEBSITE GRANT	.00	.00	.00	.00
	GRANTS TOTAL	.00	.00	.00	.00
	REVENUES TOTAL	1,068.39	24,370.86	20,150.00	4,220.86-
	TOTAL REVENUE	1,068.39	24,370.86	20,150.00	4,220.86-
TOURISM COMM EXPENSE DEPT					
23-23-6010	POSTAGE & SHIPPING	.00	.00	.00	.00
	MATERIALS AND SUPPLIES TOTAL	.00	.00	.00	.00
23-23-6015	MARKETING	.00	4,020.39	18,400.00	14,379.61
	SERVICES AND REPAIRS TOTAL	.00	4,020.39	18,400.00	14,379.61
23-23-7169	WEBSITE GRANT	.00	5,000.00	.00	5,000.00-
	CAPITAL OUTLAY TOTAL	.00	5,000.00	.00	5,000.00-
	TOURISM COMM EXPENSE TOTAL	.00	9,020.39	18,400.00	9,379.61
	TOTAL EXPENSES	.00	9,020.39	18,400.00	9,379.61
	TOURISM COMMISSION TOTAL	1,068.39	15,350.47	1,750.00	13,600.47-

Date	Description of transaction	Credit	Debit	Amount
10/4/2021	Lodging Tax	\$ 32.48		\$ 57,173.45
10/5/2021	Lodging Tax	\$ 63.00		\$ 57,236.45
10/6/2021	Lodging Tax	\$ 1,582.68		\$ 58,819.13
10/12/2021	Lodging Tax	\$ 150.44		\$ 58,969.57
10/15/2021	CTM Media		\$ 325.00	\$ 58,644.57
10/19/2021	Lodging Tax	\$ 879.72		\$ 59,524.29
10/26/2021	Lodging Tax	\$ 1,983.72		\$ 61,508.01
10/29/2021	CTM Media		\$ 325.00	\$ 61,183.01
10/29/2021	Lodging Tax	\$ 55.67		\$ 61,238.68
10/31/2021	Interest	\$ 28.45		\$ 61,267.13
11/2/2021	Lodging Tax	\$ 135.00		\$ 61,402.13
11/5/2021	CTM Media		\$ 325.00	\$ 61,077.13
11/8/2021	Lodging Tax	\$ 605.96		\$ 61,683.09
11/9/2021	Lodging Tax	\$ 16.83		\$ 61,699.92
11/16/2021	Lodging Tax	\$ 347.19		\$ 62,047.11
11/18/2021	Lodging Tax	\$ 1,657.41		\$ 63,704.52
11/22/2021	Lodging Tax	\$ 36.69		\$ 63,741.21
11/30/2021	Interest	\$ 28.76		\$ 63,769.97
12/7/2021	Lodging Tax	\$ 90.54		\$ 63,860.51
12/16/2021	Mississippi River Radio		\$ 700.00	\$ 63,160.51
12/20/2021	Lodging Tax	\$ 314.36		\$ 63,474.87
12/28/2021	Lodging Tax	\$ 1,521.04		\$ 64,995.91
12/30/2021	Lodging Tax	\$ 107.33		\$ 65,103.24
12/31/2021	Interest	\$ 29.24		\$ 65,132.48
1/4/2022	Lodging Tax	\$ 25.24		\$ 65,157.72
1/14/2022	Mississippi River Radio		\$ 300.00	\$ 64,857.72
1/19/2022	Lodging Tax	\$ 1,302.02		\$ 66,159.74
1/21/2022	Lodging Tax	\$ 396.45		\$ 66,556.19
1/25/2022	Lodging Tax	\$ 8.02		\$ 66,564.21
1/27/2022	Lodging Tax	\$ 244.62		\$ 66,808.83
1/28/2022	Lodging Tax	\$ 58.00		\$ 66,866.83
1/31/2022	Lodging Tax	\$ 243.52		\$ 67,110.35
1/31/2022	Interest	\$ 29.69		\$ 67,140.04
2/8/2022	Lodging Tax	\$ 271.43		\$ 67,411.47
2/9/2022	Lodging Tax	\$ 1,277.27		\$ 68,688.74
2/15/2022	Card Services		75.01	\$ 68,613.73
2/17/2022	Lodging Tax	\$ 1,108.41		\$ 69,722.14
2/23/2022	Lodging Tax	\$ 157.74		\$ 69,879.88
2/28/2022	Interest	\$ 28.11		\$ 69,907.99
3/3/2022	Lodging Tax	\$ 52.98		\$ 69,960.97
3/4/2022	Lodging Tax	\$ 169.56		\$ 70,130.53
3/21/2022	Lodging Tax	\$ 14.38		\$ 70,144.91
3/24/2022	Lodging Tax	\$ 958.70		\$ 71,103.61
3/28/2022	Lodging Tax	\$ 17.42		\$ 71,121.03
3/30/2022	Lodging Tax	\$ 14.27		\$ 71,135.30
3/31/2022	Lodging Tax	\$ 284.00		\$ 71,419.30
3/31/2022	Interest	\$ 32.39		\$ 71,451.69

Date	Description of transaction	Credit	Debit	Amount
4/4/2022	Lodging Tax	\$ 20.62		\$ 71,472.31
4/5/2022	Lodging Tax	\$ 17.09		\$ 71,489.40
4/12/2022	Lodging Tax	\$ 156.48		\$ 71,645.88
4/14/2022	Card Services		\$ 1,970.38	\$ 69,675.50
4/14/2022	Lodging Tax	\$ 165.20		\$ 69,840.70
4/22/2022	Lodging Tax	\$ 1,767.20		\$ 71,607.90
4/25/2022	Lodging Tax	\$ 86.63		\$ 71,694.53
4/26/2022	Lodging Tax	\$ 109.12		\$ 71,803.65
4/28/2022	Lodging Tax	\$ 122.81		\$ 71,926.46
4/29/2022	Lodging Tax	\$ 319.20		\$ 72,245.66
4/29/2022	Jaad Creative Services		\$ 5,000.00	\$ 67,245.66
4/30/2022	Interest	\$ 29.01		\$ 67,274.67
5/2/2022	Lodging Tax	\$ 73.90		\$ 67,348.57
5/4/2022	Lodging Tax	\$ 1,337.09		\$ 68,685.66
5/10/2022	Lodging Tax	\$ 32.00		\$ 68,717.66
5/19/2022	Lodging Tax	\$ 28.32		\$ 68,745.98
5/23/2022	Lodging Tax	\$ 360.23		\$ 69,106.21
5/24/2022	Lodging Tax	\$ 1,672.27		\$ 70,778.48
5/31/2022	Interest	\$ 31.85		\$ 70,810.33
6/3/2022	Lodging Tax	\$ 31.24		\$ 70,841.57
6/10/2022	Lodging Tax	\$ 46.00		\$ 70,887.57
6/21/2022	Lodging Tax	\$ 407.46		\$ 71,295.03
6/24/2022	Lodging Tax	\$ 27.70		\$ 71,322.73
6/30/2022	Lodging Tax	\$ 100.32		\$ 71,423.05
6/30/2022	Interest	\$ 31.70		\$ 71,454.75



Comments on updated website

~~Not sure about the fish as one of the main pictures on home page~~

National Park Service Ste. Genevieve NHP (proper name) [Link at bottom of Page] Add

Remove Perryville RV from swimming link and maybe add a picture of the water park (Google Drive)

Axe Throwing (please not Tomahawk) (Play page)

The 1810 House Description (1801 or 1810)

A Truly Big Story (needs filling or remove)

Antique Mall Opening Soon (100 Market St.)

Maybe picture of water park for Today page (Google Drive)

The page was off vertically on Dr. Hertich's House when I went to that page. Header encroached/wx didn't line up

Family Friendly Page – Chocolate Walk on there twice

Add American Custard on Progress Pkwy

News – (relabel) “a broadcast or published report about Ste. Genevieve”

Canadian spelled wrong

Make sure the Visitmo.org link works

Need to clarify for weddings if event center, catering, eating in, something else

Reduce word link group to these words: Historical, Christmas, Airbnb, Golf, Parks, Art Galleries, Historic House, Clothing, Tours, Shop, Family Fun, Bed and Breakfast, Dining, Attractions, museum, Pet Friendly, Music, Antiques, Hiking, Historic, VRBO, Weddings, Fairs and Festivals, Food, Wineries, Fun, Family Friendly, Downtown or just reduce it so different things pop us and we'll see how that works.

Add dog park photo to dog park/pet friendly

Change “out of town” picture Stay page (my job is to get you one)

Anchor tags on Stay page will need fine tuning when we have settled the order

Remove vacation rental from stay page and put bnb/Airbnbs downtown or in the other category.

Main St. Inn is pet friendly (one room for pets)

Anchor tags on getaway page will need refining

Add Art Museum under art (getaway page)

Pet Friendly could include outdoor seating at restaurants (Sirros, Audubons)

How about camping (getaway page) on the stay page

Play page, let's take out golf and put into outdoor recreation.

Susie has a 6<sup>th</sup> Gen iPad, software version 15.5.

Moving Camping from Getaway to Stay

Add Lions Park – And we'll figure out how to set it up to email a Lions member to reserve for school groups

How are we set up for tour booking (just linking to different sites?) Is there another module that we could get that would be simpler for the customer

Add American Custard Company on Progress Parkway as restaurant



HISTORY IS  
**BIG**

IN STE GENEVIEVE

The World's **NEWEST**  
**DINOSAUR**  
DISCOVERY



Home of one of  
**America's**  
newest

**NATIONAL HISTORICAL PARKS**



MISSOURI'S  
**OLDEST**  
*Permanent*  
SETTLEMENT

[visitstegen.com](http://visitstegen.com)

# play stay

Tigers, Dinosaurs,  
Water Park, Golf, ~~Axe~~  
Wildlife Parks, Tomahawk  
Throwing, Tours, Festivals  
& Events, Hiking,  
Cycling, Dog Park  
~~Activities Playground~~

Hotel, Motels,  
Bed & Breakfasts, Vacation  
Rentals, Castle, Inns, Lofts &  
Guesthouses, Lodges, Cabins,  
Tiny Homes, ~~Small Villages~~

# getaway

Shopping, Crafts, Art District, Wineries,  
Dining, Music, Festivals, Camping, Healing, Trails,  
Cycling, Walking, Hiking, Parks, Antiques,  
Boutiques, Speciality Shops and more!

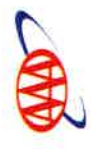
# yesterday

Museums, Tours, National Historical Park,  
Historic Homes, River Ferry, ~~Folley State Historic Park~~

# holiday

Spend your special days with us...  
Birthdays, Anniversaries, Celebrations, ~~Family~~  
Valentine's Day, Veteran's Day,  
Christmas, and more!

Scan the QR code below for a current directory  
of things to do in Ste. Genevieve



**Ranked #2**  
Christmas  
destination  
of the Midwest



**Ranked #2**  
Small town  
cultural scene



WHERE  
**HISTORY**  
IS JUST THE  
**BEGINNING**



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**Ste. Geneviève  
National Historical  
Park**



ONE HOUR  
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RIVER

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NATIONAL HISTORICAL PARK**



**RIVER RAPIDS  
WATERPARK**



**MUSEUM LEARNING  
CENTER**



**WINE COUNTRY**



**HISTORIC ATTRACTIONS**



**FERRY ACROSS THE MISSISSIPPI RIVER**

**AMERICA'S ORIGINAL FRENCH COLONIAL VILLAGE**

**ALSO HAS:**

**CHARMING SHOPS ■ UNIQUE RESTAURANTS**

**LODGING ■ ART ■ GOLF ■ HIKING ■ SCENIC DRIVES**



**WWW.VISITSTEGEN.COM  
800-373-7007**

# Tourism Tax Commission

FY 2022 Revenue

\$20,000

FY 2022 Budget

\$40,000

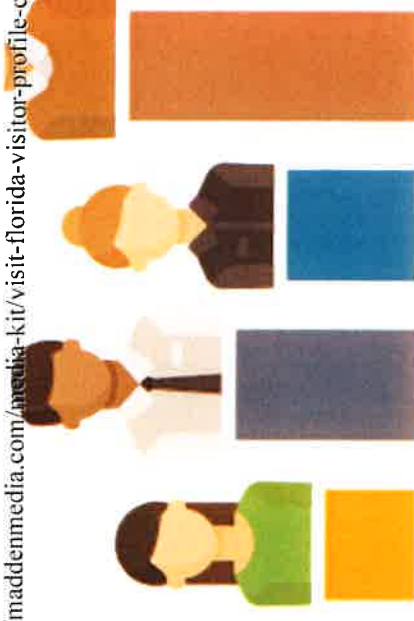
Budget Category	Type of Advertising/Sponsor	Budget		Grant
Printing	Rack Cards	\$2,500	Yearly	
Printing	Visitor Guide	\$1,000	Yearly	
Radio	Christmas Events	\$900	Yearly	
Festivals	Jour de Fete, French Heritage, etc.	\$2,000	Proposed	
Print Media	Magazines, Newspapers	\$2,000	Proposed	
Website	Maintenance	\$5,000	Proposed	
Walking Tour App	QR Codes/Geo Fencing	\$10,000	Proposed	\$5,000
Visitor Profile Study	MPD Grant	\$15,000	Proposed	\$5,000

TOTAL	\$38,400
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# Understanding who a destination's visitors are helps guide marketing decisions

Your Visitor Profile gives deeper insights than can be achieved through standard intercept studies and reveals data such as visitor volumes, profiles source markets, audience affinities, demographics, travel party size, average expenditures, category of expenditures, and answers to trip planning questions.

**THIS CO-OP UTILIZES THE MOBILE LOCATION DATA AGGREGATOR, UBERMEDIA, TO DEVELOP A VISITOR PROFILE.**



# WHAT'S IN IT FOR YOU?

- **Learn more about who is visiting your destination, attraction, or lodging.** By knowing who visits, you can build like-audiences for future marketing initiatives.
- **Geographic focus.** Only receive data about travelers who visit your destination.
- **Four Key Reports.** Deliverables include Visitor Origin, Demographic, Zero Point, and Audience Affinity reports.

# HOW IT WORKS



1. A polygon is drawn around your geographic location
2. UberMedia tracks users who enter the polygon via IP targeting
3. A report is built based on known data about those IP addresses
4. Your custom report includes visitor volumes, profiles source marketings, demographics, category of expenditures, and more

## SIGN UP NOW

First name

Last name