

AGENDA
Joint Meeting
**Ste. Genevieve Tourism Advisory Council/
Tourism Tax Commission**
Tuesday, September 20, 2022
5:30 pm

PLEDGE OF ALLEGIANCE

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES OF PREVIOUS MEETING – July 19, 2022

FINANCIAL REPORT

PUBLIC COMMENTS

OLD BUSINESS

NEW BUSINESS

Tourism Director
Welcome Center Staff

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

Posted 9/13/2022

Happy Welch

REVENUE & EXPENSE REPORT
CALENDAR 9/2022, FISCAL 12/2022

ACCOUNT NUMBER	ACCOUNT TITLE	MTD BALANCE	YTD BALANCE	BUDGET	DIFFERENCE
TOURISM COMMISSION FUND					
REVENUES DEPT					
23-04-4015	TOURISM TAX	310.42	30,817.83	20,000.00	10,817.83-
	TAX RECEIPTS TOTAL	310.42	30,817.83	20,000.00	10,817.83-
23-04-4188	CONVENIENCE FEES	.00	.00	.00	.00
	CHARGES AND FEES TOTAL	.00	.00	.00	.00
23-04-4138	INTEREST	.00	297.95	150.00	147.95-
	MISC. & DONATIONS TOTAL	.00	297.95	150.00	147.95-
23-04-4438	WEBSITE GRANT	.00	.00	.00	.00
	GRANTS TOTAL	.00	.00	.00	.00
	REVENUES TOTAL	310.42	31,115.78	20,150.00	10,965.78-
	TOTAL REVENUE	310.42	31,115.78	20,150.00	10,965.78-
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	230.80	15,581.19	18,400.00	2,818.81
	SERVICES AND REPAIRS TOTAL	230.80	15,581.19	18,400.00	2,818.81
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	230.80	20,581.19	18,400.00	2,181.19-
	TOTAL EXPENSES	230.80	20,581.19	18,400.00	2,181.19-
	TOURISM COMMISSION TOTAL	79.62	10,534.59	1,750.00	8,784.59-

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

CALL TO ORDER: 5:35 p.m.

APPROVAL OF AGENDA: 1st Susan Johnson, 2nd Dena Kreitler, All Ayes.

ROLL CALL: Present: Mike Fallert, Lawrence Myers, Geoff Giglierano, Nicole French, Susan Johnson, Dena Kreitler, Donna Rausch, Kandy Sue Mahurin, Brigette Bennett, Kelly Fallert, Laura Oliver
Absent: Dee Patel

Also in attendance: Happy Welch, Mark Evans, Robbie Pratt

Minutes: From April 19, 2022. 1st Susan Johnson 2nd Donna Rausch, All Ayes.

Financial report was included in packet with a balance of \$71,454.75. Chairperson Fallert requested total number of entities that are paying into the tourism tax and pass that information to tourism groups.

Old Business

Website – Many comments were included about the style, wording, pictures, color of the new website under development. The group wanted to see more streamlining of the home page, better descriptive links at the top with drop down menus, remove yellow box, use current slogan more prominently, and other recommendations. Welch said his goal is to complete the upgrade by August 2nd and will send out a reminder/link to board members when changes have been made.

Rack Card – Changes were requested so it was brought up for review before a next printing. Members would like to see the card double sided with current front as an attraction to families and a new back that appeals more to the history of the town. Fewer fonts, more creative/less clip art on the front. Pattern back page more like previous version created by Toby Carrig, with colors and pictures of historic homes/activities. Cards could then be displayed depending on the location it is being displayed.

New Business:

FY2023 Budget

1st Lawrence Myers, 2nd Mike Faller to adopt FY2023 budget as amended totaling \$40,000. 4 ayes, 0 nays, 1 absent. Approved.

Visitor Survey – discussed Madden Media offer of visitor survey and grant possible available in the FY2023 budget year. Group agreed it is needed and it was approved in the budget.

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
7/5/2022	Lodging Tax	\$ 36.97		\$ 71,491.72
7/7/2022	Lodging Tax	\$ 928.67		\$ 72,420.39
7/8/2022	Lodging Tax	\$ 102.75		\$ 72,523.14
7/11/2022	Lodging Tax	\$ 1,550.49		\$ 74,073.63
7/13/2022	Lodging Tax	\$ 179.99		\$ 74,253.62
7/15/2022	Donze Communications		\$ 500.00	\$ 73,753.62
7/15/2022	Jaad Creative Services		\$ 10,000.00	\$ 63,753.62
7/25/2022	Lodging Tax	\$ 423.06		\$ 64,176.68
7/28/2022	Lodging Tax	\$ 507.55		\$ 64,684.23
7/31/2022	Interest	\$ 28.75		\$ 64,712.98
8/1/2022	Lodging Tax	\$ 1,518.44		\$ 66,231.42
8/3/2022	Pulitzer Missouri Newspaper		\$ 230.00	\$ 66,001.42
8/4/2022	Lodging Tax	\$ 278.00		\$ 66,279.42
8/12/2022	Lodging Tax	\$ 28.07		\$ 66,307.49
8/15/2022	CTM Media Group, Inc.		\$ 325.00	\$ 65,982.49
8/15/2022	Lodging Tax	\$ 356.85		\$ 66,339.34
8/23/2022	Lodging Tax	\$ 41.02		\$ 66,380.36
8/29/2022	Lodging Tax	\$ 1,490.58		\$ 67,870.94
8/31/2022	Image Maker Marketing		\$ 275.00	\$ 67,595.94
8/31/2022	Interest	\$ 29.35		\$ 67,625.29