

AGENDA
Joint Meeting
**Ste. Genevieve Tourism Advisory Council/
Tourism Tax Commission**
Tuesday, February 21, 2023
5:30 pm

PLEDGE OF ALLEGIANCE

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES OF PREVIOUS MEETINGS – January 17, 2023

FINANCIAL REPORT

PUBLIC COMMENTS

OLD BUSINESS

Tourism update/Upcoming Events

NEW BUSINESS

StG Gravel Road Race - sponsorship

OTHER BUSINESS

ADJOURN

Join meeting by Zoom at:

<https://us02web.zoom.us/j/83453290262?pwd=RXU1SEZJNDVITYWlabHMvRmJVbGdKZz09>

Meeting ID: 834 5329 0262 Passcode: 832479

By Phone: 1-312-626-6799 Meeting ID: 834 5329 0262 Passcode: 832479

Posted 2/14/2023

David Woods

**MINUTES OF THE STE. GENEVIEVE
TOURISM TAX COMMISSION AND
TOURISM ADVISORY COUNCIL
REGULAR MEETING
STE. GENEVIEVE CITY HALL
Tuesday, January 17, 2023
5:30pm**

CALL TO ORDER: 5:30 p.m.

ROLL CALL: Present: Nichole French (via Zoom), Geoff Giglierano, Dee Patel, Susan Johnson, Donna Rausch, Kandy Sue Mahurin, Laura Oliver. Absent: Mike Fallert, Lawrence Myers, Brigitte Bennett, Dena Kreidler, Kelly Fallert. Enough members present for a joint quorum.

Also in attendance: Happy Welch, Tanalyn Dollar, David Woods, Mark Evans

Since the Chairperson (Mike Fallert) and Vice Chairperson (Lawrence Myers) were absent, Donna Rausch made a motion to have Susan Johnson chair the meeting. Kandy Sue Mahurin seconded the motion. All Ayes.

APPROVAL OF AGENDA: 1ST Laura Oliver, 2nd Geoff Giglierano, All Ayes

APPROVAL OF MINUTES – November 15 & December 15 (open and closed): 1st Laura Oliver, 2nd Dee Patel, All Ayes

FINANCIAL REPORT: Happy Welch went over the financial reports and explained the amounts in line items Marketing and Program Grants. The board also reviewed the Lodging Tax receipts.

OLD BUSINESS

Tourism update / Upcoming Events – Happy Welch discussed the upcoming events: King’s Ball, Chocolate Walk, and the Winter Music Series. Welch went into detail about the upcoming Ste Genevieve Gravel Classic. Audubon’s will be the staging area and the starting line will be at Main and Merchant Street. There will be a 10-, 20- and 40-mile race. Vendors should contact Trailnet to coordinate booths.

Holiday Marketing Review - Happy Welch discussed that Google Ads is back to normal after the holidays. Calls are up and searches are down. Audacy (KEZK) did not send their information before the meeting.

NEW BUSINESS

Introduce New Tourism Director – Happy Welch introduced Tanalyn Dollar as our new Tourism Marketing Director. Welch said the new job description is more focused on marketing. Today was her first day and he introduced her to the State and National Park directors and employees, and they did a tour of the city historic and tourist attractions. Welch said he would advertise for more employees for the Welcome Center.

Recommendations for TTC member – Happy Welch explained that Lawrence Myers has termed out (§ 67.1364 RSMo. states “Members of the commission may serve no more than two consecutive terms”). His position was in the category of General Business Interest (anywhere in town). Wayne Gruesling was mentioned as a candidate, but he is a previous business owner and not a current one. Susan Johnson discussed some other possible candidates she will speak with. Board members were encouraged to send suggestions to hwelch@stegenevieve.org.

OTHER BUSINESS

Geoff Giglierano thanked Happy Welch for filling in as the interim Tourism Director.

PUBLIC COMMENTS

Gina Bennett welcomed Tanalyn Dollar as our new Tourism Marketing Director. She also pleaded for the return of the Old Lady Brigade (who would welcome new residents to town).

Adjourn at 5:50 p.m. 1st Laura Oliver, 2nd Kandye Sue Mahurin, All Ayes.

David Woods

Date	Description of transaction	Credit	Debit	Amount
10/3/2022	Lodging Tax	\$ 180.32		\$ 67,926.13
10/11/2022	Lodging Tax	\$ 29.78		\$ 67,955.91
10/14/2022	CTM Media Group		\$ 345.00	\$ 67,610.91
10/14/2022	Lodging Tax	\$ 464.77		\$ 68,075.68
10/17/2022	Lodging Tax	\$ 281.98		\$ 68,357.66
10/20/2022	Lodging Tax	\$ 3,856.29		\$ 72,213.95
10/21/2022	Lodging Tax	\$ 415.59		\$ 72,629.54
10/24/2022	Lodging Tax	\$ 52.72		\$ 72,682.26
10/27/2022	Lodging Tax	\$ 395.23		\$ 73,077.49
10/31/2022	CTM Media Group		\$ 75.00	\$ 73,002.49
10/31/2022	Mid-West Marketing		\$ 240.00	\$ 72,762.49
10/31/2022	Lodging Tax	\$ 1,252.33		\$ 74,014.82
10/31/2022	Interest	\$ 33.22		\$ 74,048.04
11/2/2022	Lodging Tax	\$ 66.00		\$ 74,114.04
11/4/2022	CTM Medica Group		\$ 345.00	\$ 73,769.04
11/4/2022	Shear Color Printing		\$ 1,404.00	\$ 72,365.04
11/8/2022	Lodging Tax	\$ 19.41		\$ 72,384.45
11/14/2022	Card Services		\$ 189.00	\$ 72,195.45
11/17/2022	Lodging Tax	\$ 389.57		\$ 72,585.02
11/21/2022	Lodging Tax	\$ 598.31		\$ 73,183.33
11/29/2022	Lodging Tax	\$ 18.42		\$ 73,201.75
11/30/2022	CTM Medica Group		\$ 345.00	\$ 72,856.75
11/30/2022	Mid-West Marketing		\$ 390.00	\$ 72,466.75
11/30/2022	JAAD Creative Services		\$ 2,700.00	\$ 69,766.75
11/30/2022	Interest	\$ 28.53		\$ 69,795.28
12/8/2022	Lodging Tax	\$ 70.20		\$ 69,865.48
12/15/2022	Card Services		\$ 178.12	\$ 69,687.36
12/15/2022	Donze Communications		\$ 325.00	\$ 69,362.36
12/19/2022	Lodging Tax	\$ 861.40		\$ 70,223.76
12/21/2022	Lodging Tax	\$ 264.65		\$ 70,488.41
12/27/2022	Lodging Tax	\$ 94.90		\$ 70,583.31
12/29/2022	CTM Medica Group		\$ 345.00	\$ 70,238.31
12/31/2022	Interest	\$ 32.16		\$ 70,270.47
1/10/2023	Lodging Tax	\$ 148.43		\$ 70,418.90
1/11/2023	Lodging Tax	\$ 481.68		\$ 70,900.58
1/12/2023	Lodging Tax	\$ 70.12		\$ 70,970.70
1/13/2023	Card Services		\$ 41.58	\$ 70,929.12
1/13/2023	MCI USA		\$ 2,000.00	\$ 68,929.12
1/13/2023	Lodging Tax	\$ 53.00		\$ 68,982.12
1/17/2023	Lodging Tax	\$ 926.67		\$ 69,908.79
1/18/2023	Lodging Tax	\$ 773.51		\$ 70,682.30
1/19/2023	Lodging Tax	\$ 146.80		\$ 70,829.10
1/23/2023	Lodging Tax	\$ 344.74		\$ 71,173.84
1/27/2023	Lodging Tax	\$ 170.58		\$ 71,344.42
1/30/2023	Lodging Tax	\$ 22.00		\$ 71,366.42
1/31/2023	CTM Medica Group		\$ 345.00	\$ 71,021.42
1/31/2023	Lodging Tax	\$ 3.92		\$ 71,025.34
1/31/2023	Interest	\$ 34.97		\$ 71,060.31

LODGING TAX RECEIPTS BY MONTH

	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
October	\$ 2,372.77	\$ 2,125.99	\$ 2,057.33	\$ 689.00	\$ 1,034.99	\$ 2,423.27	\$ 2,158.29	\$ 2,785.96	\$ 1,862.12	\$ 4,747.71	\$ 6,929.01
November	\$ 2,551.80	\$ 2,204.65	\$ 1,548.70	\$ 5,113.68	\$ 945.93	\$ 2,379.23	\$ 2,524.44	\$ 2,090.55	\$ 2,140.76	\$ 2,799.08	\$ 1,091.71
December	\$ 1,517.13	\$ 1,445.33	\$ 2,059.75	\$ 2,224.05	\$ 564.27	\$ 1,675.41	\$ 1,699.10	\$ 2,077.18	\$ 1,538.46	\$ 2,033.27	\$ 1,291.15
January	\$ 1,056.05	\$ 1,449.06	\$ 1,756.64	\$ 1,705.06	\$ 438.33	\$ 1,417.20	\$ 1,340.52	\$ 1,407.61	\$ 1,159.49	\$ 2,277.87	\$ 3,141.45
February	\$ 2,230.07	\$ 1,304.54	\$ 330.89	\$ 337.75	\$ 345.19	\$ 2,400.34	\$ 1,108.02	\$ 1,713.77	\$ 1,339.33	\$ 2,814.85	
March	\$ 1,279.08	\$ 977.38	\$ 1,999.71	\$ 2,875.40	\$ 348.89	\$ 1,243.29	\$ 1,485.84	\$ 1,330.49	\$ 3,657.15	\$ 1,511.31	
April	\$ 1,516.22	\$ 1,727.51	\$ 2,017.29	\$ 752.44	\$ 504.74	\$ 1,819.83	\$ 1,544.37	\$ 1,070.92	\$ 2,666.13	\$ 2,764.35	
May	\$ 1,703.61	\$ 228.95	\$ 2,069.24	\$ 524.52	\$ 806.46	\$ 1,610.10	\$ 2,776.71	\$ 807.85	\$ 1,855.98	\$ 3,503.81	
June	\$ 1,885.21	\$ 1,597.45	\$ 2,034.73	\$ 503.26	\$ 586.25	\$ 2,180.00	\$ 1,779.86	\$ 866.91	\$ 1,881.27	\$ 612.72	
July	\$ 1,960.51	\$ 4,307.14	\$ 1,024.43	\$ 899.69	\$ 22,521.03	\$ 2,198.94	\$ 2,662.64	\$ 2,439.37	\$ 2,605.61	\$ 3,729.48	
August	\$ 2,554.82	\$ 2,024.51	\$ 3,936.05	\$ 805.96	\$ 1,602.54	\$ 2,077.43	\$ 2,566.61	\$ 1,691.48	\$ 3,551.20	\$ 3,712.96	
September	\$ 2,016.83	\$ 1,853.47	\$ 2,328.26	\$ 813.89	\$ 2,136.50	\$ 1,899.96	\$ 1,893.13	\$ 1,312.00	\$ 454.47	\$ 696.93	
Fiscal Year Totals	\$ 22,644.10	\$ 21,245.98	\$ 23,163.02	\$ 17,244.70	\$ 31,835.12	\$ 23,325.00	\$ 23,539.53	\$ 19,594.09	\$ 24,711.97	\$ 31,204.34	\$ 12,453.32

FY 2007	\$ 23,819.24
FY 2008	\$ 22,493.00
FY 2009	\$ 23,679.44
FY 2010	\$ 24,591.73
FY 2011	\$ 22,828.79
FY 2012	\$ 36,715.99

Staff Report

February 21, 2023



To: Tourism Tax Commission/Tourism Advisory
From: Happy Welch
Re: StG Gravel Race Sponsorship

Issue:

The 2nd Annual StG Gravel Road Race is coming Sunday, April 16, 2023 at 8a starting at Main and Merchant. Trailnet is again organizing the event with help from Kara Burt at Audubon's who will be hosting booths and activities in their parking lot that day.

The City would like to sponsor the race and have negotiated with Trailnet to use half our sponsor dollars to support 7 local vendors with merchant's licenses to set up during the race. Kara has lined up 6 already and a 7th is not far behind. Cost for a booth is \$150 and there will be space for more. The City will also have a booth and will hand out coupons and business information for free for local businesses. The City will also be helping out with barricades, street cleaning, etc.

Recommendation:

Approve \$750.00 from Tourism Tax Commission funds to help sponsor the StG Gravel Road Race.



2023 Trailnet Sponsorship Agreement

Sponsee: Trailnet, Inc

Sponsor: The City of Ste. Genevieve

Sponsored Event/Series: The Trailnet StG Gravel Classic, April 16, 2023

Total Sponsorship Amount: \$1,500

Sponsor agrees to:

- Provide a high-resolution logo and any relevant guidelines for its use
- Pay the Total Sponsorship Amount listed above in full prior to April 16

The Sponsor may:

- Identify itself as a sponsor of Trailnet
- Use the Trailnet logo in accordance with current Trailnet Brand Guidelines when identifying itself as a corporate sponsor of Trailnet
- Issue press releases regarding sponsorship, with Trailnet's approval
- Share complimentary ride voucher coupons with friends, family, clients, and others

Trailnet agrees to:

- Allow the Sponsor to include a mutually agreeable handout or small item in the packets distributed to all registered riders.
- List the Sponsor as a Sponsor on the event registration page and hyperlink to the Sponsor's website.
- Tag the Sponsor in one (1) post on Trailnet's social media accounts in recognition of their sponsorship.
- Invite the Sponsor to host a table at the event Expo
- Offer four (4) complimentary registration vouchers for the 2023 StG Gravel Classic
- Offer seven (7) complimentary Expo sponsorships to local businesses selected by The Sponsor subject to approval by the Sponsee

Additional Terms of Agreement:

1. This Agreement expresses the final, complete, and exclusive agreement between Sponsor and Sponsee, and supersedes any and all prior or contemporaneous written and oral agreements, arrangements, negotiations, communications, course of dealings, or understandings between Sponsor and Sponsee relating to its subject matter. If there are any inconsistencies between any exhibit and this Agreement, this Agreement will control.
2. This Agreement may be amended only as stated in and by a writing signed by both Sponsor and Sponsee which recites that it is an amendment to this Agreement.
3. Sponsee and Sponsor are and will remain independent contracting parties. Nothing in this Agreement creates an employment, partnership, joint venture, fiduciary, or similar relationship between Sponsee and Sponsor for any purpose. Neither Sponsee nor Sponsor has the power or authority to bind or obligate the other to a third party or commitment in any manner. Any use of the term "partner" or comparable term in any communication is solely for convenience.

4. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended while those circumstances continue, provided the other party is provided reasonably prompt notification and the first party uses reasonable efforts in an attempt to overcome the circumstances preventing its obligations from being carried out.
5. Sponsee's sole aggregate liability to Sponsor for a breach of this agreement or arising out of or relating to the transactions contemplated hereby shall in no event exceed the sponsorship amount set forth above.
6. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
7. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

SPONSOR:

Signature: _____ Date: _____

Name: _____

Title: _____

Email: _____

SPONSEE: Trailnet, Inc.

Signature:  Date: Feb 1, 2023

Name: **Corinne Austin**

Title: **Development Director**

Email: Corinne@trailnet.org