

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

PLEDGE OF ALLEGIANCE

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES OF PREVIOUS MEETINGS – February 17, 2023

FINANCIAL REPORT

PUBLIC COMMENTS

OLD BUSINESS

Tourism Upcoming Events:

Milice Spring Muster

Taste of Sainte Genevieve – April 15th

StG Gravel Classic – April 16th

NEW BUSINESS

ITI Digital

Google Workspace

Spring Clean Up – Launch of Tourism Season

OTHER BUSINESS

See Memo

ADJOURN

Join meeting by Zoom at:

<https://us02web.zoom.us/j/83453290262?pwd=RXU1SEZJNDVTYWlabHMvRmJVbGdKZz09>

Meeting ID: 834 5329 0262 Passcode: 832479

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

Posted 3/15/2023

David Woods

**MINUTES OF THE STE. GENEVIEVE
TOURISM TAX COMMISSION AND
TOURISM ADVISORY COUNCIL
REGULAR MEETING
STE. GENEVIEVE CITY HALL
Tuesday, February 21, 2023
5:30pm**

CALL TO ORDER: 5:30 p.m.

ROLL CALL: Present: Nichole French, Geoff Giglierano, Susan Johnson, Dena Kreitler, Donna Rausch, Kelly Fallert, Kandy Sue Mahurin. Enough members present for a joint quorum.

Absent: Mike Fallert, Dee Patel, Brigette Bennett, Laura Oliver.

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

Since the Chairperson (Mike Fallert) was absent, Nichole French made a motion to have Susan Johnson chair the meeting. Donna Rausch seconded the motion. All Ayes.

APPROVAL OF AGENDA: 1ST Dena Kreitler, 2nd Donna Rausch, All Ayes.

APPROVAL OF MINUTES – January 17: 1st Kandy Sue Mahurin, 2nd Donna Rausch, All Ayes.

FINANCIAL REPORT: Happy Welch went over the financial reports and explained the expenses of line items MCI USA and CTM Media Group. Welch also went over revenue. The Lodging Tax Receipts is currently at \$12,453.32.

PUBLIC COMMENTS: Nobody raised their hand to speak.

OLD BUSINESS

Tourism update / Upcoming Events: –

Tourism Marketing Director Tanalyn Dollar reported she was analyzing funds spent at the Welcome Center and will streamline brochure racks by category. She also will be taking a webinar to learn the software needed to create our website. Dollar also is organizing files in social media and editing icons and links. She also mentioned getting social media interns to take pictures to help promote.

Susan Johnson reported that the Foundation for Restoration of Ste. Genevieve is sponsoring a house tour on March 18th and it is a ticketed event: \$20 for adults, \$10 for students and \$10 for members.

Geoff Giglierano reported that a commemoration for the Battle of St Louis will be held on May 27th and 28th.

Kandy Sue Mahurin reported that Pioneer Days will be May 6th and 7th. There are 25 reenactors and there will be campers and a stagecoach.

NEW BUSINESS

StG Gravel Road Race - sponsorship – Happy Welch reported this is the second year for the event. The first year it was estimated there would be 200 riders and it ended up being 417. This year it is estimated to have 500 – 600 riders. There is an effort to make this a two day event with the sign ups at the community center and also the Taste of Ste Genevieve the day before. There was much discussion as to the selecting and subsidizing of local vendors for the event.

OTHER BUSINESS – none

Adjourn at 6:40 p.m. 1st Dena Kreitler, 2nd Geoff Giglierano, All Ayes.

Next scheduled meeting is March 21st at 5:30 p.m.

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 Media 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 Media 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 Media 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 Media 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

Date	Description of transaction	Credit	Debit	Amount
2/9/2023	Lodging Tax	\$ 3.13		\$ 71,063.44
2/13/2023	Lodging Tax	\$ 985.89		\$ 72,049.33
2/23/2023	Lodging Tax	\$ 230.03		\$ 72,279.36
2/27/2023	Lodging Tax	\$ 227.17		\$ 72,506.53
2/28/2023	Interest	\$ 28.81		\$ 72,535.34

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	\$ 1,446.22
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	\$ 13,899.54

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

REVENUE & EXPENSE REPORT
CALENDAR 3/2023, FISCAL 6/2023

PCT OF FISCAL YTD 50.0%

ACCOUNT NUMBER	ACCOUNT TITLE	MTD BALANCE	YTD BALANCE	BUDGET	DIFFERENCE
23-04-4015	TOURISM TAX	154.31	14,053.85	23,000.00	8,946.15
23-04-4138	INTEREST	.00	157.69	200.00	42.31
23-04-4188	CONVENIENCE FEES	.00	.00	.00	.00
23-04-4438	WEBSITE GRANT	.00	.00	10,000.00	10,000.00
23-23-6010	POSTAGE & SHIPPING	.00	.00	.00	.00
23-23-6015	MARKETING	.00	9,267.70	40,000.00	30,732.30
23-23-7169	WEBSITE GRANT	.00	.00	.00	.00
23-99-9999	PROFIT HANDLER	.00	.00	.00	.00
	DIFFERENCE	<u>154.31</u>	<u>4,943.84</u>	<u>6,800.00-</u>	<u>11,743.84-</u>
	PROOF	<u>154.31</u>	<u>4,943.84</u>	<u>6,800.00-</u>	<u>11,743.84-</u>

Account No	Date	Amount			
23-23-6015				Oct	660.00 40%
MARKETING				Nov	6,033.00 246%
23 TOURISM COMMISSION				Dec	6,881.12 163%
23 TOURISM COMM EXPENSE				Jan	9,267.70 186%
6015 MARKETING				Feb	9,267.70
3 SERVICES AND REPAIRS	Budget	40,000.00		Mar	9,267.70
	Expended YTD	9,267.70		Apr	
	Unexpended YTD	30,732.30		May	
	Available	30,732.30		Jun	
4/23	Budget			Jul	
MTD	756.00	2,386.58	1,630.58-	Aug	
YTD	40,000.00	9,267.70	30,732.30	Sep	
2022	18,400.00	15,956.19	2,443.81	YrEnd	
2021	17,000.00	5,801.82	11,198.18	LYear	1,975.00 69%
2020	24,000.00	16,409.06	7,590.94		

Date	Per	Jrnl	Reference	Other Information	Amount	PO #	Invoice #	Check #
1/31/23	4	23	AP4477	TOURISM TAX	CTM MEDIA GROUP	345.00	INV10-022965	43811
1/13/23	4	23	AP4463	TOURISM	MCI USA	2000.00	162131	43769
1/13/23	4	23	AP4463	TOURISM	CARD SERVICES	41.58	JAN 2023 WLC CTR	43752
12/29/22	3	23	AP4455	TOURISM	CTM MEDIA GROUP	345.00	10-022379	43719
12/15/22	3	23	AP4440	TOURISM	DONZE COMMUNICA	100.00	2660-2	43678
12/15/22	3	23	AP4440	TOURISM	DONZE COMMUNICA	225.00	2660-1	43678
12/15/22	3	23	AP4440	TOURISM	CARD SERVICES	178.12	DEC 2022 ADMIN	43675
11/30/22	2	23	AP4427	TOURISM	JAAD CREATIVE S	2700.00	20220630	43629
11/30/22	2	23	AP4427	TOURISM	MID-WEST MARKET	390.00	85865	43633
11/30/22	2	23	AP4427	TOURISM	CTM MEDIA GROUP	345.00	10-021778	43622
11/14/22	2	23	AP4418	TOURISM	CARD SERVICES	189.00	OCT 2022	43578
11/04/22	2	23	AP4411	TOURISM	SHEAR COLOR PRI	1404.00	71819	43572
11/04/22	2	23	AP4411	TOURISM	CTM MEDIA GROUP	345.00	10-021293	43558
10/31/22	1	23	AP4406	TOURISM TAX	MID-WEST MARKET	240.00	85722	43534
10/31/22	1	23	AP4406	TOURISM TAX	CTM MEDIA GROUP	75.00	INV10-021267	43520
10/14/22	1	23	AP4389	TOURISM	CTM MEDIA GROUP	345.00	10-020750	43488
9/30/22	12	22	AP4385	TOURISM	ALPHA MEDIA	50.00	CC-1220833707	43481
9/15/22	12	22	AP4364	TOURISM	DONZE COMMUNICA	325.00	2502-1	43349
9/07/22	12	22	AP4353	TOURISM	ALPHA MEDIA	230.80	1220833707	43315
8/31/22	11	22	AP4349	TOURISM	IMAGE MAKER MAR	275.00	2675	43297
8/15/22	11	22	AP4339	TOURISM	CTM MEDIA GROUP	325.00	10-014748	43231
8/03/22	11	22	AP4332	TOURISM	PULITZER MISSOU	230.00	20913-1	43220
7/15/22	10	22	AP4315	TOURISM	JAAD CREATIVE S	10000.00	JAAD20220630	43153
7/15/22	10	22	AP4315	TOURISM	DONZE COMMUNICA	500.00	2429-2	43147
4/14/22	7	22	AP4256	TOURISM	CARD SERVICES	1970.38	APR 22 WLC CTR	42906
2/15/22	5	22	AP4206	TOURISM	CARD SERVICES	75.01	FEB 2022 WLC CTR	42704
1/14/22	4	22	AP4181	TOURISM	MISSISSIPPI RIV	300.00	01032022	42637
12/16/21	3	22	AP4157	TOURISM	MISSISSIPPI RIV	700.00	12012021	42538
11/05/21	2	22	AP4124	WATER	CTM MEDIA GROUP	325.00	INV10-013062	42390
10/29/21	1	22	AP4114	TOURISM	CTM MEDIA GROUP	325.00	S06123	42354
10/15/21	1	22	AP4102	TOURISM	CTM MEDIA GROUP	325.00	10-012479	42331
8/31/21	11	21	AP4042	TOURISM	CTM MEDIA GROUP	2450.00	INV10-008282	42105
3/04/21	6	21	AP3896	TOURISM	MISSOURIAN MEDI	935.82	61-1580	41452
2/12/21	5	21	AP3879	WLC CTR	MID-WEST MARKET	545.00	82039	41400
2/05/21	5	21	AP3865	TOURISM	SHEAR COLOR PRI	971.00	65801	41383

Staff Report

March 21, 2023

To: Tourism Boards
From: Happy Welch
Re: State Matching Funds



Issue:

State matching funds are available from the Missouri Division of Tourism to match local funds for advertising like radio, TV, billboard, print, and SEM that is done outside of a 50 mile radius and includes their logo or identification.

We have in the past done all of them with most budgets around \$20,000 state/\$20,000 local.

We are currently using the grant to pay for billboards in Kentucky, radio in Cape Girardeau, print in the Missouri Visitors Guide, and Facebook advertising through the state approved vendor.

We estimate we will receive the same funding this year. The board can help us determine where we should put our money in the upcoming state budget year which runs July 1, 2023 to June 30, 2024. Applications open April 1 and will be due by May 31.

Recommendation:

Guide us where you would like us to place advertising dollars when we submit for matching grant funds in April.

FY2023 MARKETING MATCHING GRANT PROJECT BUDGET

DMO Name	Ste. Gen. Tourism	Date Updated	5/27/2022
Contract #	23-245-20-093019	Total Budget	\$34,216

Print	\$5,856
Out of Home	\$8,400
Television	\$0
Radio	\$19,960
Digital	\$0
SEM	\$0
TOTAL MEDIA	\$34,216
Local Funds	\$10,216
MMG Funds	\$24,000
TOTAL PROJECT BUDGET	\$34,216
Total Project Budget must equal Total Media	

MUST EQUAL



Tourism Advisory Council

Bridget Bennett

245 Merchant Street
Ste. Genevieve, MO 63670
semochemist@yahoo.com
(765) 465-0169 cell

Appt. 02/24/2022

Term Exp. 03/01/2025

3 Year Term (Restaurant)

Kelly Fallert – Vice Chairperson

1326 Riverwoods Trail
Ste. Genevieve, MO 63670
mcfallert@gmail.com
(573) 883-8131 (Home) 883-3096 (Shop)

Appt. 03/08/2012

Re-Appt. 02/24/2022

Term Exp. 03/01/2023

3 Year Term (Downtown Merchant)

Dena Kreitler

51 South Third Street
Ste. Genevieve, MO 63670
stechamber@sbcglobal.com
(573) 883-3686 (Work) (314) 883-0306 (Cell)
(573) 883-7948 (Home)

Appt. 07/21/2016

Re-Appt. 02/10/2022

Term Exp. 03/01/2025

3 Year Term (Chamber of Commerce)

Donna Rausch

339 Saint Mary's Road
Ste. Genevieve, MO 63670
donnaJeanrausch@yahoo.com
(573) 883-7102 (Work) (573) 768-6405 (Cell)

Appt. 09/22/2016

Re-Appt. 02/10/2022

Term Exp. 03/01/2025

3 Year Term (Event Organizers / Historic Home)

Kandy Sue Mahurin

311 Saint Mary's Road
Ste. Genevieve, MO 63670
sassafrascreek@aol.com
(573) 513-2491 (Cell)

Appt. 10/25/2018

Re-Appt. 02/10/2022

Term Exp. 03/01/2025

3 Year Term (Marketing)

Laura Oliver

21124 Cave Road
Ste. Genevieve, MO 63670
loliver@cavevineyard.com
(573) 543-5299 (Work) (314) 616-1098 Cell)

Ste. Gen. County Government Representative

Susan Johnson

64 North Second Street
Ste. Genevieve, MO 63670
sjohnson@stegenevieve.org
(573) 535-1517 (Cell)

Aldermanic Representative

Tourism Tax Commission

Mike Fallert

1326 Riverwoods Trail
Ste. Genevieve, MO 63670
michael.fallert19@gmail.com
573-880-3373 (C)

Patrick Fahey

147 South Second Street
Ste. Genevieve, MO 63670
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573-883-7500 (C)

Nichole French

114 Linn Drive
Ste. Genevieve, MO 63670
nichole.sgttc@gmail.com
573-259-6451 (C)

Geoff Giglierano

55 N. 2nd St.
Ste. Genevieve, MO 63670
geoff.giglierano@frenchcoloniallife.org
347-866-6744 (C)

Dee Patel

897 Ste. Genevieve Drive
Ste. Genevieve, MO 63670
triangleinn51@yahoo.com
618-771-2874 (C)

Susan Johnson

64 North Second Street
Ste. Genevieve, MO 63670
alderwomanjohnson@gmail.com
573-535-1517 (C)

Chairperson

Appt. 09/2018 Replaced – Jan Grein
Re-Appt. 2/2022
Term Exp. 02/2025
3 Year Term (Active in Tourism Industry)

Appt. 01/2023 Replaced – Lawrence Myers
Re-Appt.
Term Exp. 01/2026
3 Year Term (Local General Business)

Secretary/ Treasurer

Appt. 06/2020 Replaced – Thomas Hooper

Term Exp. 03/2023
3 Year Term (Local General Business)

Commission Member

Appt. 3/2022 Replaced – Jack Koetting
Re-Appt.
Term Exp. 03/2025
3 Year Term (Active in Tourism Industry)

Commission Member

Appt. 06/2020 Replaced – Cathy Brans
Re-Appt 2/2022
Term Exp. 06/2025
3 Year Term (Hotel/ Motel Industry)

Aldermanic Representative (Non-Voting)

2% Tourism Tax

3 year terms after initial term of office

Members shall serve without compensation

Members shall serve no more than two (2) consecutive terms

Members shall be residents of the city

RSMO 67.1360

General Business Interests (2)

Hotel/Motel (1)

Tourism Industry (2)