

AGENDA
**Tourism Advisory Council/
Tourism Tax Commission**
Joint Meeting
Tuesday, September 19, 2023 5:30 pm
#44 Plaza Dr.

PLEDGE OF ALLEGIANCE

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES OF PREVIOUS MEETING – August 22, 2023

FINANCIAL REPORT

PUBLIC COMMENTS

OLD BUSINESS

Past Events – Oktoberfest

Upcoming Events – Plein Air Show and Sale, Milice Encampment

NEW BUSINESS

Tourism Director interviews start this week

Review 2023 MMG Advertising

OTHER BUSINESS

Next meeting October 17, 2023 at 44 Plaza Dr.

ADJOURN

Join meeting by Zoom at:

<https://us02web.zoom.us/j/82658986938?pwd=Z0hgMGN0MjRXaV4MUxuWE8xU0hHQT09>

Meeting ID: 826 5898 6938 Passcode: 998109

By phone 1 312 626 6799 Meeting ID: 826 5898 6938 Passcode: 998109

Posted 9/12/2023

David Woods

**MINUTES OF THE STE. GENEVIEVE
TOURISM TAX COMMISSION AND
TOURISM ADVISORY COUNCIL
REGULAR MEETING
STE. GENEVIEVE CITY HALL (44 Plaza Drive)
Tuesday, August 22, 2023
5:30pm**

CALL TO ORDER: 5:37 p.m.

ROLL CALL:

Present: Geoff Giglierano, Nichole French (via Zoom), Patrick Fahey, Jim Ferguson, Alderman Joe Steiger, Dena Kreitler, Jason Stackle and Laura Oliver.

Absent: Taylor Marberry and Donna Rausch.

Also in attendance: Happy Welch, David Woods, Mark Evans, and Robert Pratt.

APPROVAL OF AGENDA: 1st Joe Steiger, 2nd Jason Stackle, All Ayes.

APPROVAL OF MINUTES – July 18, 2023: 1st Joe Steiger, 2nd Dena Kreitler, All Ayes.

FINANCIAL REPORT: The board reviewed the financial reports. Lodging Tax receipts are currently at \$28,079.46 for FY 2023. The only expenses on the income report were \$399 for Midwest Marketing (maps) and \$345 for CTM Media Group (rack cards). 1st Geoff Giglierano, 2nd Dena Kreitler, All Ayes.

PUBLIC COMMENTS: none.

OLD BUSINESS

Past Events – The board discussed Jour De Fete and Jim Ferguson said it was the best year ever and he thanked the Jour De Fete committee. The board inquired about a counting mechanism to gauge attendance numbers. The only issue brought up was the vendors were setting up too early on Friday and were blocking businesses before the streets were closed.

Upcoming Events – Chairman Giglierano mentioned the Civil War Re-enactment is this upcoming weekend. Bob Mueller is organizing this event.

Jim Ferguson mentioned that Oktoberfest has a committee working on the event and it is scheduled for September 16th and 17th.

Geoff Giglierano mentioned the Voyager Rendezvous and described it as a fund-raising event for the Bolduc House. Tickets are \$125 and include food presented by a food historian, a one man play, living history and a baroque guitarist. It will be September 9th from 4:30 to 8:00 p.m. They are expecting between 100 and 150 people to attend.

Chairperson Giglierano asked if there was any other business in upcoming events. Dena Kreitler explained the Chamber of Commerce has been asked to participate for the Solar Eclipse on April 8th, 2024. The eclipse is on a

Monday (school is closed that day) and events will be planned for Sunday. It was mentioned that last time there were few restaurants open on that Sunday and those that were open ran out of food. There is an exploratory meeting on September 6th at the Chamber of Commerce office.

Bus Tour w/ Perryville – Happy Welch explained that the city had committed to this cooperative effort and that Perryville reached out and has been a big help putting this together. Happy included some of the information provided the board with information sent to the marketing company about local activities, restaurants, shopping, and a wineries. Lodging will be in Perryville. This will be marketed to bus companies with those groups coordinating with local entities for the tours.

NEW BUSINESS

Budget FY 2024 – The board reviewed the proposed budget for FY 2024 that starts on October 1st, 2023. Happy discussed the line items that total \$40,000. Chairperson Giglierano asked Alderman Steiger about the Ste Genevieve city budget salary allocation for the Tourism Director. The salary range is \$54,000 to \$60,000 annually with a maximum of \$74,000. The assistant position was changed from full-time to part-time and they can also assist in the Welcome Center. The board then discussed the turnover in the tourism director position. The lack of an assistant and a marketing plan were identified as issues. The board then discussed the frequency of remote work with the tourism director and asked for the current job description of the position. Nichole French made a motion to approve the FY 2024 budget. Jim Ferguson seconded the motion. All ayes for TTC members (Geoff Giglierano, Nichole French, Patrick Fahey, and Jim Ferguson) on a voice vote. 1 absent. Motion carried.

Strengths of Ste. Genevieve – The board reviewed the Strengths of Ste Genevieve from the results of solicited responses.

OTHER BUSINESS

Alderman Steiger inquired about a proposal for a county wide bed tax for the November ballot if there is an election this year. There are just as many lodging facilities in the county as there are in the city. The board emphasized the importance of messaging for this initiative. It must be stressed that this “tax” is for visitors of the lodging establishments. Steiger made a motion to draft a letter of support for such a ballot initiative and present it to the county commissioners. Laura Oliver seconded the motion. All ayes on a voice vote. Motion carried.

Happy Welch handed out information on an advertising opportunity in Food & Travel magazine. The normal rate card is \$12,000 but because of the timing and necessity to fill the position they are offering that for \$1,500. It will include an ad or editorial and pictures for both print and digital versions. The information must be sent to them by August 28th. Joe Steiger made a motion to approve. Dena Kreitler seconded the motion. All ayes on a voice vote. Motion carried.

Geoff Giglierano tendered his resignation to be effective at the end of this meeting. He explained that French Colonial America is restructuring, and he must refocus his efforts. He mentioned how passionate and thoughtful the members of TTC (Tourism Tax Commission) and TAC (Tourism Advisory Council) have been.

Next scheduled meeting is September 19th at 5:30 p.m. at 44 Plaza Drive

Adjourn at 7:04 p.m. 1st Dena Kreitler, 2nd Patrick Fahey, All Ayes.

David Woods

Date	Description of transaction	Credit	Debit	Amount
4/3/2023	Lodging Tax	\$ 32.34		\$ 73,441.80
4/4/2023	Lodging Tax	\$ 6.52		\$ 73,448.32
4/12/2023	Lodging Tax	\$ 76.25		\$ 73,524.57
4/17/2023	Lodging Tax	\$ 1,919.05		\$ 75,443.62
4/18/2023	Lodging Tax	\$ 23.74		\$ 75,467.36
4/19/2023	Lodging Tax	\$ 211.93		\$ 75,679.29
4/24/2023	Lodging Tax	\$ 743.36		\$ 76,422.65
4/26/2023	Lodging Tax	\$ 1,558.32		\$ 77,980.97
4/27/2023	Lodging Tax	\$ 310.38		\$ 78,291.35
4/30/2023	Interest	\$ 33.94		\$ 78,325.29
5/1/2023	Lodging Tax	\$ 135.41		\$ 78,460.70
5/4/2023	Lodging Tax	\$ 10.16		\$ 78,470.86
5/5/2023	Lodging Tax	\$ 28.60		\$ 78,499.46
5/8/2023	Lodging Tax	\$ 367.14		\$ 78,866.60
5/15/2023	Lodging Tax	\$ 157.51		\$ 79,024.11
5/16/2023	Lodging Tax	\$ 18.82		\$ 79,042.93
5/24/2023	Lodging Tax	\$ 90.86		\$ 79,133.79
5/25/2023	Lodging Tax	\$ 1,298.04		\$ 80,431.83
5/31/2023	Lodging Tax	\$ 48.14		\$ 80,479.97
5/31/2023	Interest	\$ 36.43		\$ 80,516.40
6/1/2023	Lodging Tax	\$ 311.05		\$ 80,827.45
6/12/2023	Lodging Tax	\$ 22.10		\$ 80,849.55
6/20/2023	Lodging Tax	\$ 1,435.33		\$ 82,284.88
6/22/2023	Lodging Tax	\$ 428.46		\$ 82,713.34
6/23/2023	Lodging Tax	\$ 28.63		\$ 82,741.97
6/28/2023	Lodging Tax	\$ 73.22		\$ 82,815.19
6/29/2023	Lodging Tax	\$ 48.00		\$ 82,863.19
6/30/2023	Card Services		\$ 3,600.00	\$ 79,263.19
6/30/2023	Interest	\$ 35.26		\$ 79,298.45
7/5/2023	Lodging Tax	\$ 36.14		\$ 79,334.59
7/7/2023	Lodging Tax	\$ 6.12		\$ 79,340.71
7/14/2023	Midwest Marketing		\$ 205.00	\$ 79,135.71
7/18/2023	Lodging Tax	\$ 537.79		\$ 79,673.50
7/20/2023	CTM Media Group		\$ 1,725.00	\$ 77,948.50
7/20/2023	Lodging Tax	\$ 35.76		\$ 77,984.26
7/31/2023	Lodging Tax	\$ 2,754.63		\$ 80,738.89
7/31/2023	Interest			\$ 80,738.89
8/3/2023	CTM Media Group		\$ 345.00	\$ 80,393.89
8/3/2023	Mid-West Marketing		\$ 399.00	\$ 79,994.89
8/9/2023	Interest	\$ 36.06		\$ 80,030.95
8/11/2023	Card Services		\$ 41.20	\$ 79,989.75
8/14/2023	Lodging Tax	\$ 1,469.29		\$ 81,459.04
8/16/2023	Lodging Tax	\$ 310.50		\$ 81,769.54
8/17/2023	Lodging Tax	\$ 28.36		\$ 81,797.90
8/22/2023	Lodging Tax	\$ 481.76		\$ 82,279.66
8/28/2023	Lodging Tax	\$ 420.83		\$ 82,700.49
8/30/2023	Lodging Tax	\$ 140.00		\$ 82,840.49

