

AGENDA
**Tourism Advisory Council/
Tourism Tax Commission**
Joint Meeting
Tuesday, October 17, 2023--5:30 pm
#44 Plaza Dr.

PLEDGE OF ALLEGIANCE

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES OF PREVIOUS MEETING – September 19, 2023

FINANCIAL REPORT

PUBLIC COMMENTS

OLD BUSINESS

Past Events – Milice Encampment, Plein Air Show,

Upcoming Events – Spooktacular, Rural Heritage Days, Déjà vu Spirit Reunion, Pecanapalooza

NEW BUSINESS

Info relating to new Tourism Director (if hired)

New Downtown Map (if ready)

Advertising on KMOX/KEZK and working on streaming TV ads with Audacy

Marketing Sponsorships

OTHER BUSINESS

Next meeting November 21, 2023 at 44 Plaza Dr.

ADJOURN

Join meeting by Zoom at:

<https://us02web.zoom.us/j/82658986938?pwd=Z0hqMGN0MjRXaV44MUxuWE8xU0hHQOT09>

Meeting ID: 826 5898 6938 Passcode: 998109

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

Posted 10/10/2023

David Woods

**MINUTES OF THE STE. GENEVIEVE
TOURISM TAX COMMISSION AND
TOURISM ADVISORY COUNCIL
REGULAR MEETING
STE. GENEVIEVE CITY HALL (44 Plaza Drive)
Tuesday, September 19, 2023
5:30 p.m.**

CALL TO ORDER: 5:31 p.m.

ROLL CALL:

Present: Nichole French, Jim Ferguson, Alderman Joe Steiger, Dena Kreidler (via Zoom), Jason Stackle and Laura Oliver.

Absent: Taylor Marberry and Donna Rausch.

Also in attendance: Happy Welch, David Woods, Karen Stuppy, Robert Pratte, and Chris Alexander.

APPROVAL OF AGENDA: 1st Joe Steiger, 2nd Laura Oliver, All Ayes.

APPROVAL OF MINUTES – August 22, 2023: 1st Laura Oliver, 2nd Joe Steiger, All Ayes.

FINANCIAL REPORT: The board reviewed the financial reports. Lodging Tax receipts are currently at \$30,930.20 for FY 2023. The monthly balance is \$82,553.02 with only expenses being for Midwest Marketing (maps) and CTM Media Group (rack cards). 1st Joe Steiger, 2nd Laura Oliver, All Ayes.

PUBLIC COMMENTS: nobody approached the podium to speak when asked.

OLD BUSINESS

Past Events – The board does not have the attendance numbers for Oktoberfest yet. Joe Steiger thanked Audubon's and the other surrounding businesses for being so accommodating for the event. Jim Ferguson mentioned the Oktoberfest Committee decided to move the event to a more concentrated area and was able to get the band stand off the street this year. Nichole French reported she had complaints that the concentrated area made the event seem smaller than last year. French also said the parade attendees need better communication and coordination with the police escort. The city did not pay funds to sponsor the event but did market it on Facebook.

Joe Steiger mentioned the History Conference was well received and had similar attendance numbers to last year.

Upcoming Events – The board discussed the Plein Air Show and Sale hosted by the Ste Genevieve Art Guild will begin this weekend on the Fourth Friday Art Walk.

The board discussed the Milice Encampment that will be held on October 8th this year.

NEW BUSINESS

Tourism Director interviews start this week – Happy Welch has an interview scheduled for this Friday and has three solid candidates so far. They will be interviewed by City Administrator Happy Welch, Assistant City Administrator David Bova, City Clerk Pam Meyer, and Mayor Brian Keim.

Review 2023 MMG Advertising – The board reviewed the tourism grant budget for Print, TV, Radio and Digital. The costs represent the placement of the media but not the cost of creating the content. Happy mentioned TV stations can create ads in house. The digital includes the platforms of Facebook, Instagram, YouTube and Pinterest.

OTHER BUSINESS

Happy Welch passed out a mark up of application ideas for our Marketing Assistance Program. Welch will email out a copy to all members for their input. Some issues to be addressed include matching funds, money paid up front or reimbursed, sponsorship mention, 501(C)(3) designation, review of organizations budget, and application deadlines. \$7,000 has been budgeted for this program.

Joe Steiger mentioned he is working with the county commissioners, clerk, and Chamber of Commerce to get a county wide lodging tax on the ballot. The deadline for placement in November has passed. They are now shooting for a spring or summer election.

Chris Alexander inquired about putting events on the tourism website. Happy Welch instructed her to email him the information and he will post it.

Next scheduled meeting is October 17th at 5:30 p.m. at 44 Plaza Drive

Adjourn at 6:03 p.m. 1st Joe Steiger, 2nd Laura Oliver, All Ayes.



David Woods

Date	Description of transaction	Credit	Debit	Amount
				\$ 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
8/31/2023	CTM Media Group		\$ 345.00	\$ 82,495.49
8/31/2023	Interest	\$ 36.83		\$ 82,532.32
9/8/2023	Lodging Tax	\$ 20.70		\$ 82,553.02
9/18/2023	Lodging Tax	\$ 1,690.76		\$ 84,243.78
9/19/2023	Lodging Tax	\$ 179.99		\$ 84,423.77
9/28/2023	Lodging Tax	\$ 378.59		\$ 84,802.36
9/29/2023	CTI Media Group		\$ 345.00	\$ 84,457.36
9/29/2023	Lodging Tax	\$ 71.76		\$ 84,529.12
9/30/2023	Interest	\$ 37.23		\$ 84,566.35

LODGING TAX RECEIPTS BY MONTH

	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY2021	FY2022	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	\$ 1,426.12
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	\$ 4,881.89
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	\$ 2,154.68
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	\$ 2,346.79
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	\$ 3,370.44
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	\$ 2,850.74
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	\$ 2,341.80
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	\$ 33,272.00

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

As TTC/TAC has approved the concept of providing more structure and transparency in how TTC provides funding opportunities for special events, I respectfully ask the members to consider this following proposal for guidelines and a system that is intended to ensure that the process will be fair, maximize the collective benefit for the community, and avoid misunderstandings.

Starting in Fall of 2023, the City will begin to offer grants of ~~\$250-\$600~~ to \$1,000 to community event organizers to support their efforts to promote their events and bring additional visitors to Ste. Genevieve.

Commented [HW1]: 250

Guidelines for applicants:

To be eligible for support from ~~TTC~~ Tourism Tax Commission funds, the event would need to meet the following criteria:

- Be organized by a nonprofit or corporate entity, rather than individuals or a temporary committee, or have a non-profit or a corporate entity serving as fiscal agent.
- Offer vendor spaces (either for a reasonable fee or for free) and/or other opportunities for participation in the event to any appropriate business, organization or attraction located in Ste. Gen City/County
- Expect to attract or demonstrate the previous event attracted a minimum of 500 guests

The process will proceed as follows:

There would be an application form for special event marketing support from TTC funds available on the City's web site, or as a hard copy that can be picked up at City Hall.

1. The completed form must be submitted for consideration at least 90 days before the event takes place.
2. The application must then be approved by a majority vote of the TTC members at the next meeting after it is submitted.
3. The marketing support for an event available from TTC funds can be in the form of a \$250, \$500 or a \$1,000 grant.
4. Event organizers may apply for any of the three grant amounts-sizes of grant, but ~~applicants requesting \$500 or \$1,000 may get a lesser amount if available funds are running low and/or the event is expected to draw 500 or fewer guests~~ the TTC may modify the grant amount based on the information provided.
5. TTC funds awarded for support of a special event can only be used to help cover costs of marketing and advertising outside of the immediate Ste. Genevieve area.
6. In making their advertising buys, the event organizers will need to be able to match spend an amount from other funding sources that is at least equal to the amount of the grant from TTC.
7. Within 30 days after the event, the event organizer will provide the TTC/TAC with a brief report on the outcome of the event, and copies of receipts documenting the expenditure of funds on advertising/marketing to match the TTC grant. If online ads were purchased with the grant funds, the grantee will provide data to TTC on the ads' performance, such as number of

Commented [HW2]: 30 days

Commented [HW3]: Or you can set any minimum/maximum amount you want

Commented [HW4]: Need to leave some leeway to make adjustments not to lock all decisions into too restrictive parameters. Or if you feel there could be disagreements/hurt feelings we can make them strict.

Commented [HW5]: We'll need to determine is that only Ste. Genevieve county? That leaves the Herald out of the funding opportunity.

Commented [HW6R5]: Another person wondered if that is good policy.

impressions, views, etc. The report will be reviewed by the **TIC** officers and City Tourism Director to make sure sufficient appropriate expenses were incurred to constitute the match. The check for the grant will be issued after the report is received and reviewed.

7.

Commented [HW7]: So this is a reimbursement only type of marketing support? We'll have to come up with criteria for the application on what documents we'll need from the groups to include with the application.

Commented [HW8]: Max budget was determined by the amounts spread throughout the TTC budget.

Commented [HW9]: Reasonable vendor fees is a tough metric to follow. Maybe eliminate or determine what that amount should be with a solid number.

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