



City of Pevely

401 Main Street Pevely, Missouri 63070

A PUBLIC NOTICE IS HEREBY GIVEN THAT THE TOURISM BOARD OF THE CITY OF PEVELY, MISSOURI, WILL CONDUCT ITS REGULARLY SCHEDULED MEETING AT 5:30 P.M. ON OCTOBER 13, 2020 AT PEVELY CITY HALL, 401 MAIN STREET, TO CONSIDER AND ACT UPON THE MATTERS ON THE FOLLOWING TENTATIVE AGENDA AND SUCH OTHER MATTERS AS MAY BE PRESENTED AT THE MEETING AND DETERMINE TO BE APPROPRIATE FOR DISCUSSION AT THAT TIME.

Tourism Board Meeting Agenda

The meeting will take place on October 13, 2020 at 5:30 P.M.

Agenda

- 1. Pledge of Allegiance**
- 2. Roll Call**
- 3. Consent Agenda**
 - a. Approval of Agenda
- 4. Approval of Minutes (7/14/2020)**
- 5. New Business**
 - a. Jefferson County Tourism Commission Funding Request
- 6. Adjournment**

Posted On: 10/7/2020 3:13:34 PM By: Kenzie King, Administrative Assistant



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Tourism Board Meeting Minutes

The meeting took place on July 14th, 2020 at 5:30 P.M.

Agenda

Pledge of Allegiance

The pledge of allegiance was recited by all.

Roll Call

A roll call vote was taken:

Steve Markus: Present

Chairman: Rhonda Gerstner: Present

Treasurer: Dawn Peery: Absent

Ray Marler: Present

Terry Sharp: Present

Patrick Christopher: Present

Also present:

City Clerk: Ashton Lowery

Deputy City Clerk: Linda Miles

Administrative Assistant: Kenzie King

Consent Agenda

Approval of Agenda

Motion: To Approve the Agenda

Motion: Ray Marler

2nd: Patrick Christopher

Rhonda Gerstner: Approve

Dawn Peery: Absent

Ray Marler: Approve

Terry Sharp: Approve

Patrick Christopher: Approve



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Motion: To Approve the Minutes (11/5/2019)

Motion: Terry Sharp

2nd: Patrick Christopher

Rhonda Gerstner: Approve

Dawn Peery: Absent

Ray Marler: Approve

Terry Sharp: Approve

Patrick Christopher: Approve

Motion: To Approve the I-55 Raceway Funding Request for \$5,000.

Motion: Terry Sharp

2nd: Patrick Christopher

Rhonda Gerstner: Approve

Dawn Peery: Absent

Ray Marler: Abstained

Terry Sharp: Approve

Patrick Christopher: Approve

New Business

Donation to County Tourism Board.

Steve Markus Suggested that the Tourism Board Donate to the Newly Founded Jefferson County Tourism Board and join the Board to get The City of Pevely more recognized. A discussion took place.

Terry Sharp asked if the Park Board was going to be requesting funding for Pevely Days. Mayor Stephanie Haas said the Park Board may be requesting a reimbursement. A Discussion took place.

Adjournment

Motion: To Adjourn.

Motion: Patrick Christopher

All in Favor Vote.

Aye.

The meeting ended at 5:56 P.M.



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Attest:

Kenzie King
Administrative Assistant of Pevely, MO

Rhonda Gerstner
Tourism Board Chairman

Event/Project Detail:

IMPACT

Explain, in detail, the estimated impact of the event/project on the City of Pevely. Define the impact by way of estimated overnight stays, restaurant usage, and/or retail sales, etc.

Impact Detail:

- The Jefferson County Tourism Commission is a newly formed organization to impact tourism in Jefferson County
- The Goal of the JCTC will be to organize and promote tourism in Jefferson County.
- Increased tourism will bring more
- State and Federal funding is available for Organized Tourism commissions. We believe that an organized county tourism commission will be able to leverage more funding in Jefferson County and thus allow for increased marketing and event creation in the community.
- The Bottleneck Bridge ride has brought in more than \$100,000 in taxable revenue in the 5 years that it has existed. This includes restaurant usage, hotels and sales. This only includes the single day event and does not include the later impact of repeated tourism from initial draw. The JCTC will be able to organize and increase the impact of events like the Bottleneck Bridge Ride and help to organize new events into the county.
- The JCTC when running fully should be able to generate more than \$1,000,000 in taxable revenue to the county within the first 5 years of operation.
- Through collaboration with all the Tourism commissions and event coordinators of activities in the Jefferson county area the JCTC can expand and grow the presence and draw of tourism in Jefferson County.

COST

Identify the cost of the event/project with a breakdown of the individual costs

Cost Detail:

\$12,000.00

The Cost will be part of a coalition of Tourism Commissions in Jefferson County and the Jefferson County Growth Association. The combined funding of the Festus Tourism Commission, Arnold Tourism Commission, and Pevely Tourism Commission along with the help of the Jefferson County Growth association will create the seed administration funding that will allow for the initial stages of securing a much larger sourcing of funds for Jefferson County Tourism.

Grants

State money

Reorganization of the Bed Tax in all of Jefferson County

ADVERTISING

Describe how the event/project will be advertised. Identify media to be used, number of advertisements, and the scope/area distribution of the advertising

- www.visitjefferoncounty.com
- The newly formed web site is housed and paid for by the Jefferson County Growth Association. This will be directed to a specific and targeted web page for all tourism in Jefferson County. By organizing this web site, we will be able to market the current Tourism commissions and their respective communities. This will also be able to reorganize how people find the events in Jefferson County.
- The JCTC will be engaging in marketing growth throughout the community utilizing our database of contacts acquired from the JCGA and other organizations and events
- The combination and collaboration of the Tourism Commissions and events can create a synergy that will benefit the whole county. This will mimic some of the combination events that Ste.Gen County Tourism commission has done. This will also mimic some of the events that the JCGA has engaged in like the Bottleneck Bridge ride.

FUNDRAISER

If the applicant is a not for profit organization and this event is in any way a fundraiser for your organization, please explain.

Fundraiser Detail:

TOTAL FUNDING REQUEST:

12,000.00

Please provide the following documents:

- If a not for profit, a copy of the documentation demonstrating said designation;**
- Profit & Loss for the event or the organization; and,**
- Proof Liability Insurance for the event or the organization**