



# City of Pevely

401 Main Street Pevely, Missouri 63070

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A PUBLIC NOTICE IS HEREBY GIVEN THAT THE TOURISM BOARD OF THE CITY OF PEVELY, MISSOURI, WILL CONDUCT ITS REGULARLY SCHEDULED MEETING AT 4:30 P.M. ON APRIL 9, 2024, 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 April 9, 2024, at 4:30 P.M.

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### Agenda

1. Pledge of Allegiance
2. Roll Call
3. Consent Agenda
  - a. Approval of Agenda
4. Approval of Minutes (3/21/2023)
5. New Business
  - a. Ray Marler, I-55 Raceway Funding Request
  - b. City of Pevely Park Board, Funding Request
6. Adjournment

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Posted On: 4/5/2024 8:27:24 AM By: Kenzie King, Administrative Assistant



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A PUBLIC NOTICE IS HEREBY GIVEN THAT THE TOURISM BOARD OF THE CITY OF PEVELY, MISSOURI, WILL CONDUCT ITS REGULARLY SCHEDULED MEETING AT 4:30 P.M. ON MARCH 21, 2023 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 Minutes

The meeting took place on March 21<sup>st</sup>, 2023, at 4:30 P.M.

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### 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: Present

Ray Marler: Present

Terry Sharp: Present

##### **Also present:**

Administrative Assistant: Kenzie King & Deputy City Clerk: Linda Miles

#### Consent Agenda

##### **Approval of Agenda**

##### **Motion: To Approve the Agenda.**

Motion: Dawn Peery

2<sup>nd</sup>: Terry Sharp

Rhonda Gerstner: Approve

Dawn Peery: Approve

Ray Marler: Approve

Terry Sharp: Approve

Steve Markus: Approve

##### **Motion: To Approve the Minutes (7/27/2022)**

Motion: Ray Marler

2<sup>nd</sup>: Dawn Peery



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Rhonda Gerstner: Approve  
Dawn Peery: Approve  
Ray Marler: Approve  
Terry Sharp: Approve  
Steve Markus: Approve

**Motion: To Raise Ray Marlers I-55 Raceway Funding Request from \$20,000 to \$30,000.**

Motion: Dawn Peery  
2<sup>nd</sup>: Terry Sharp

Rhonda Gerstner: Approve  
Dawn Peery: Approve  
Ray Marler: Abstained  
Terry Sharp: Approve  
Steve Markus: Approve

**Motion: To Approve Ray Marlers I-55 Raceway Funding Request for \$30,000.**

Motion: Dawn Peery  
2<sup>nd</sup>: Terry Sharp

Rhonda Gerstner: Approve  
Dawn Peery: Approve  
Ray Marler: Abstained  
Terry Sharp: Approve  
Steve Markus: Approve

**Motion: To Approve Terry Sharp's T.J.'s Bar Funding Request for \$3,500.**

Motion: Ray Marler  
2<sup>nd</sup>: Dawn Peery

Rhonda Gerstner: Approve  
Dawn Peery: Approve  
Ray Marler: Approve  
Terry Sharp: Abstained  
Steve Markus: Approve

**Motion: To Lower Jefferson County Tourism Commission Funding Request for \$20,000 to \$12,000.**

Motion: Dawn Peery  
2<sup>nd</sup>: Ray Marler



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Rhonda Gerstner: Approve  
Dawn Peery: Approve  
Ray Marler: Approve  
Terry Sharp: Denied  
Steve Markus: Approve

**Motion: To Approve Jefferson County Tourism Commission Funding Request for \$12,000.**

Motion: Dawn Peery  
2<sup>nd</sup>: Rhonda Gerstner

Rhonda Gerstner: Approve  
Dawn Peery: Approve  
Ray Marler: Approve  
Terry Sharp: Denied  
Steve Markus: Approve

**Motion: To Approve City of Pevely Funding Request for \$3,103.93.**

Motion: Terry Sharp  
2<sup>nd</sup>: Dawn Peery

Rhonda Gerstner: Approve  
Dawn Peery: Approve  
Ray Marler: Approve  
Terry Sharp: Approve  
Steve Markus: Approve

**New Business**

Ray Marler discussed \$20,000 funding request for the I-55 Raceway Events. Terry Sharp discussed the \$3,500 funding request for his 30<sup>th</sup> Anniversary Event. Sharon & Tom from JCTC discussed the \$20,000 funding request for the Jefferson County Tourism Commission. Andy Hixson discussed the \$3,103.93 funding request for the City of Pevely. A discussion took place about raising Ray Marler's request to \$30,000 and lowering JCTC's request to \$12,000.



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## **Adjournment**

**Motion: To Adjourn.**

Motion: Steve Markus

2<sup>nd</sup>: Dawn Peery

All in Favor Vote.

Aye.

The meeting ended at 5:26 P.M.

## **Attest:**

\_\_\_\_\_  
Kenzie King  
Administrative Assistant of Pevely, MO

\_\_\_\_\_  
Rhonda Gerstner  
Tourism Board Chairman

# CITY OF PEVELY TOURISM FUNDING APPLICATION

**CONTACT INFORMATION:**

**Applying Organization Name**

1-55 RACEWAY

**First Name**

RAY

**Last Name**

MARLER

**Physical Address**

1550 HERKY-HOBINE RD

**Mailing Address**

P.O. BOX 614

**City, State, Zip**

Pevely

**City, State, Zip**

MO 63070

**Phone Number**

573-760-6645

**Email Address**

smarler155@gmail.com

**EVENT/PROJECT INFORMATION**

Describe below your event/project. Please include the name and purpose of your event/project, the dates, location, target audience, and whether the event/project is a new event/project or is a repeat. If possible, provide an explanation of the number of attendees expected and the type of attendee (i.e. business, recreational, educational, etc.).

Please provide proof of liability insurance for the project/event. Finally, please provide any other relevant information which could help us evaluate your event/project.

**Event Name:**

TRIBUTE TO DON KLEIN / FAN APPREIATION-KID NICKEL RACE

**Date & Time Of Event**

SAT 7/20/24 & SAT 7/27/24

**Event Location**

1-55 RACEWAY

**Event/Project Detail:**

<p>TRIBUTE TO DON KLEIN                  FEATURING MARS SERIES TRAVELING SERIES                  SUPER LATE MODELS                  UMP MODIFIEDS                  PROMODS-SPORTSMAN                  PRO-45</p>	<p>FAN APPREIATION/KIDS NICKEL RACE                  1/2 PRICE ADMISSION AND OVER \$1000.00 in nickels (20,000 nickels) plus LOTS OF PRIZES FOR THE KIDS</p>
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## **COST**

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

### **Cost Detail:**

## **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.

Ads will be placed in the Leader Newspaper,  
local radio stations, . . . Social Media,  
and other locations

Both of these events are prestigious events and draw a large crowd from all over.

### **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 traveling series will be seeking eating establishments and overnight lodging in the area.



## 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:

*\$15,000.00 per event - TOTAL \$30,000.00*

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.

# CITY OF PEVELY TOURISM FUNDING APPLICATION

## CONTACT INFORMATION:

### Applying Organization Name

The City of Pevely Park Board

### First Name

Linda

### Last Name

Miles

### Physical Address

401 Main Street

### Mailing Address

Same

### City, State, Zip

Pevely, MO 63070

### City, State, Zip

### Phone Number

636-475-4452 x101

### Email Address

lmiles@cityofpevelymo.gov

## EVENT/PROJECT INFORMATION

Describe below your event/project. Please include the name and purpose of your event/project, the dates, location, target audience, and whether the event/project is a new event/project or is a repeat. If possible, provide an explanation of the number of attendees expected and the type of attendee (i.e. business, recreational, educational, etc.).

Please provide proof of liability insurance for the project/event. Finally, please provide any other relevant information which could help us evaluate your event/project.

### Event Name:

Pevely Days

### Date & Time Of Event

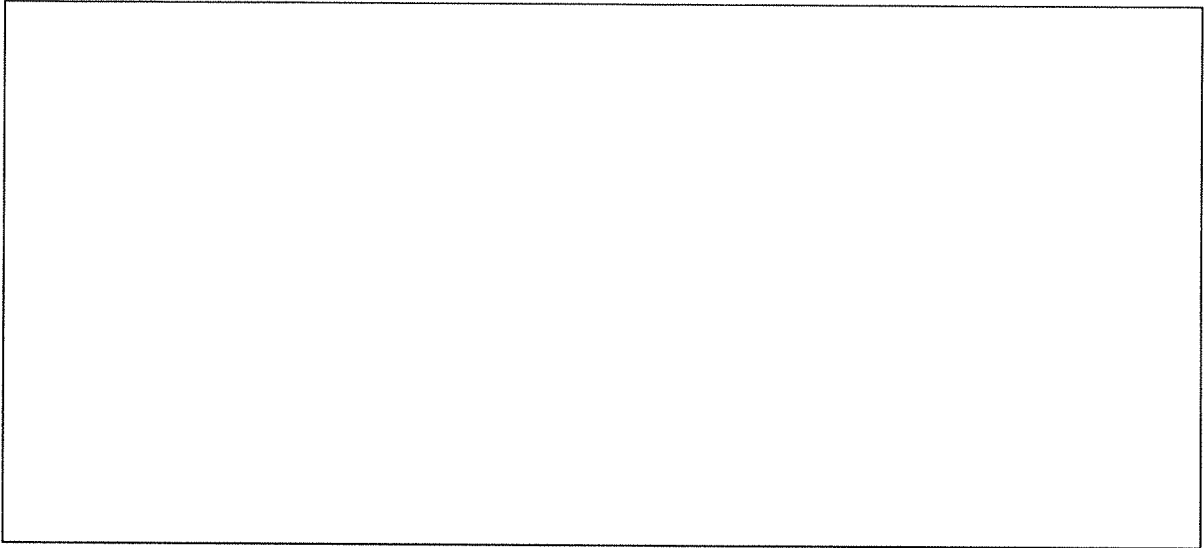
8/15, 8/16 & 8/17/2024

### Event Location

Pevely Park

### Event/Project Detail:

Pevely Days will be held the evenings of 8/15 & 8/16 and from 10a - 10p on 8/17/2024. Our target audience will be children, adults, and families from our local city and surrounding areas. We will have live music, a DJ, a cornhole tournament, car show, carnical rides, games, craft vendors, food vendors, performances from a local dance studio and our high school, culminating with a frieworks display Saturday evening. Year after year Pevely Days is always a fantastic event that draws people to our community.



**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:**

People from our local community and surrounding communities will attend the festival. While the festival itself will offer a wide variety of food and drink, people will likely need fuel, a motel room, or possibly a quick snack from one of our fast food restaurants located within Pevely. In past years we have had crafters local to Pevely purchase vendor spots and expect an even bigger response this year. We have several local businesses secure vendor spots giving them additional visibility that they can truly benefit from. The City of Pevely will receive a positive financial impact but the greatest impact will be with the people and creating community.

## **COST**

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

### **Cost Detail:**

We would like to request a total of \$17,000. This would include the live entertainment and the DJ for the whole event. The entertainment costs for 2023 were \$5,150. Advertising in 2023 was approximately \$5,505. This included advertising in The Leader, radio and digital ads with KJFF, and a few new signs advertising Pevely Days from Precision Graphics, a local printer here in Pevely. Some of the current signs we still use are old and need to be replaced as well. We anticipate spending more with KJFF to reach a broader audience through geofencing with digital ads. We also pay almost \$700 to rent a stage that is safe and can accommodate the bands. This stage can be used to advertise for Pevely Days sponsors. We are hoping to draw more bands for live entertainment on Saturday.

We would also like to purchase approximately \$2,000 in advertising give aways such as koozies and paper fans to help attendants beat the heat.

## **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.

We want to advertise in The Leader Publication the month prior to Pevely Days, advertise on KJFF through radio and digital ads, and utilize FaceBook to boost our event and posts across the platform.

**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:**

**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.**