

CITY OF LEBANON  
TOURISM & MARKETING ADVISORY COMMITTEE MEETING  
MAY 9, 2018

BE IT REMEMBERED that the Tourism & Marketing Advisory Committee of the City of Lebanon, Missouri, met on May 9, 2018 at 10:00a.m., in Meeting Room A at the Cowan Civic Center located at 500 East Elm Street.

ROLL CALL AND DECLARATION OF A QUORUM

Upon roll call, the following members were present: Rod Reid, Liz Mitchko, Gib Atkins, Stacia Helton, Mike Edwards, Mark Spangler, and Absent: Jim Rodgers, Chuck Jordan, Brian Hobbs and Randy Palilla

A quorum was declared

Staff members and others in attendance: Tourism Director Nicole McGinnis, and City Administrator, Mike Shumaker

APPROVAL OF MINUTES: Mike Edwards made a motion to approve the August 2017 minutes, seconded by Liz Mitchko. All in favor.

DISCUSSIONS OF AGENDA ITEMS:

Tourism Director Nicole McGinnis introduced herself and new City Administrator Mike Shumaker. McGinnis presented updates on the Lodging Tax for FY18 with a YTD Balance of \$112,116.80 and in comparison to FY17YTD is (\$4,067.62), but busy season is just beginning. She also updated the committee on the Revenue & Expenses and we have a current fund balance of \$161,125.41.

McGinnis updated committee on the status of a part-time employee and Emily M will be sliding into that position from the front desk. She will be working on events calendar, calls, mailing and other items as needed. The position of a Communications person will be handled by the City. Additional updates were discussed about progress on a standalone web-site for Tourism, and an RFQ will be used to judge by qualifications. McGinnis is looking for a clean site without clutter, along the lines of [visitjoplinmo.org](http://visitjoplinmo.org).

A discussion was held about how Lebanon compares on our lodging tax which is currently 2.5%. Gib Atkins expressed he would like to see it raise to 5%. McGinnis said that there was not a lot of information on what other cities of similar size currently charge.

Termed Tourism members renewing are Mike Edwards, Stacia Helton and Mark Spangler. McGinnis had not yet heard back from Randy Padilla or Brian Hobbs. Liz Mitchko said she would try and contact Brian.

McGinnis updated committee on the matching marketing grant status and FY18 Q1 has been reimbursed \$2,061.00, FY18 Q2 has been reimbursed \$1995.00 and FY18 Q3 reimbursement is to be submitted this month with an estimate of \$4836.00. The FY19 MMG was submitted on

May 1<sup>st</sup> with a requested matching funds of \$14,921.00 under MDT direction Additional funds may be added to the budget.

McGinnis reported that Tourism now has a new phone number 1-844-4LEBANON that is now appearing in advertisements. The vanity number is \$30/month and will go to Emily. McGinnis is looking to have an automated message that can change with information on events, etc.

McGinnis reported on Advertising and Marketing including new ads in St. Louis Post Dispatch and Sports Destination Management Magazine (digital). The PBS TV Episode will be filmed July 9-13, airing in October and final selection of featured locations has not yet been disclosed. Native Ad Madden Media – the story has been written and proofed. It will launch prior to Memorial Day weekend and has a goal of 4,300 click-through. SEM Report that the CTR (click-through rate) remains incredibly strong at 12.26%, well above travel industry average, it is above the Missouri State average of 7%. Social Media presence on Instagram has increased, and Facebook posts are now being made into Events, as there has been a change on FB, so Events now generate more views without extra funds.

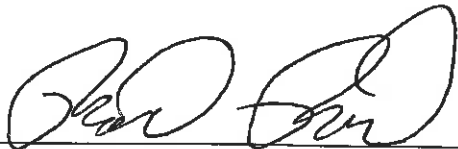
A discussion was held about Lt. Gov. Mike Parson’s recent stop in Lebanon and his Buy Missouri campaign. Rod Reid is on that committee and will forward information to those who requested it for future inclusion.

McGinnis updated committee on public engagement- both in the past and future, including various clubs, events and trade shows. McGinnis update on the status of BIG BAM, (June 19<sup>th</sup>) and things going on with that event including vendor and concessions.


Discussion was held about the next meeting date which will be August 8, 2018.

ADJOURNMENT

Edwards moved and Mitchko seconded that the meeting be adjourned. Motion passed unanimously. Meeting adjourned at 11:00a.m.

  
\_\_\_\_\_  
Chairman Rod Reid

ATTEST:

  
\_\_\_\_\_  
Liz Mitchko

Minutes Approved: 5-9-18