

CITY OF LEBANON
TOURISM & MARKETING ADVISORY COMMITTEE MEETING
August 8, 2018

BE IT REMEMBERED that the Tourism & Marketing Advisory Committee of the City of Lebanon, Missouri, met on August 8, 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, Mark Spangler, Jim Rodgers and Absent: Stacia Helton, Mike Edwards, and Chuck Jordan

A quorum was declared

Staff members and others in attendance: Tourism Director Nicole McGinnis, Brian Thompson and Patty Burns with Alpha Media

APPROVAL OF MINUTES: Liz Mitchko made a motion to approve the May 2018 minutes, seconded by Jim Rodgers. All in favor.

DISCUSSIONS OF AGENDA ITEMS:

Tourism Director Nicole McGinnis introduced herself. Termed Tourism members will all be renewing and being re-appointed at the next City Council Meeting.

McGinnis discussed with members about the potential coop marketing with hotels for MODot signage. She needs to find out if rates are for each direction or not and if exit #127 would be considered standard volume interchange (\$1000/year/direction) or high volume interchange (\$1500/year/direction). At exit #130, Econo Lodge is already listed. McGinnis will look into possible cost share with Tourism that could be on a set percentage basis in accordance to their lodging tax.

Discussion held on Wayfinding signage throughout the city in designated areas and McGinnis is getting photos together and looking at pricing and identifying where signage should go with Richard Shockley (Public Works Director). Program would probably have to be multi phase due to cost and where funds would come from. MODot has a program called growing Together where local entities can adopt greenspace by exit ramps. McGinnis and Shockley are looking at the mowing and maintenance cost at exit #129 to clean up and keep it up.

McGinnis said FY18 End of Year Lodging Tax was \$138667.05, an increase of \$1855.28 from FY17. A look at the Budget and Revenue and expenses, the current fund Balance is \$202994.22

McGinnis updated board on the Matching Marketing Grant and shared that our FY19 MMG application of \$14921.00 had additional funds added to a total of \$2165.00

McGinnis reported on advertising and marketing programs including the completed filming of PBS Episode on Lebanon and residents that will air in October 2018. Update on Native Ad that is on our web-site and it's 3 months run. Discussion was held on billboards and looking at possibly having one or more closer than the 50-mile state minimum to generate more "impulse" stops. A possible Antique Guide, or an antique section in with the renewal of our visitor guide as also talked about. Our SEM report continues to be good with very high click through rate of 13.75%. McGinnis was asked about our new Communication Director who has some graphic design background and when he was to start, and how much time he would be able to allocate to Tourism. McGinnis stated that at this time she does not know.

McGinnis share that she has been talking with a few companies about web-site design for Tourism. Madden Media has a lot of digital experience, but is expensive. Saffire appears very user friendly as McGinnis stated that she wanted to be able to do any edits/changes in house and not have to contact IT department to make any quick changes. McGinnis will continue to looking into web-site companies before requesting formal bids.

McGinnis shared her public engagement calendar for the next quarter and expanded on the Sustainable Ozarks Partnership Tourism Meeting that was held and what they are looking to do to welcome visitors and families coming to FLW. McGinnis spoke about a new tradeshow opportunity, Missouri Sports Travel Exchange that she will be attending in March 2019.

McGinnis updated everyone on the feedback from the BIG BAM Tour. Very favorable feedback was received from the organizers and participants with the lap at Lebanon I-44 Speedway one of the highlights. Participants were happy with the later pool hours and most were asleep by 10pm in a sea of tents. Have a mid-week event was positive on the hotels and restaurants, many saying "best night ever" in a long time. BIG BAM is looking at potentially doing the same route in 3 years. The CAN AM event was good, but since it was the first year in our area, it was small, but feedback was also positive.

Adkins updated the board that Gov. Parson will be here before Labor Day to dedicate the new building at the fairgrounds. He also stated that Council is looking at the motel tax and working hard on the capital improvements. They are really working on doing a dream vision for the community.

McGinnis brought up that she is looking to having a Visitor Information Center in Lebanon. Possible locations are the Civic Center and Library.

Rodgers reported on Bennett Spring State Park that they are up about 2.5% on trout tags and that they have increased their advertising budget this year. They are also remodeling several cabins now that the state has let him go ahead and just do it.

Reid shared that he was invited to a meeting in Kansas City with VP Pence and the tax cuts on small businesses. More are not worried about not finding another job so they are spending more than previous years.

Mitchko brought up a recent change in payment procedure at the Civic Center for rental of rooms or venues when she went to book an event for 2019. Customers now have to go to City Hall to make a payment if it is by cash or check and then come back to the Civic Center to complete their contract. Discussion was held that this is very inconvenient and not in the best interest of the customer.

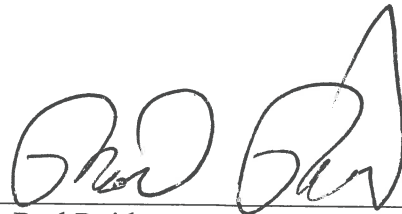
Mitchko made motion that the Tourism Board recommend to the City Administrator and Council that the payment policy for the Civic Center properties go back to being able to be made at the same time and location as where contracts are written at the Civic Center Office. Second by Mark Spangler. All in favor

Adkins shared that McGinnis has been with us for a year and has been doing a wonderful job and has the confidence of the Mayor and Council.

Reid shared that Sammy Davis, a Congressional Medal of Honor winner will be their guest in September. Forrest Gump was based on Mr. Davis' story. Adkins shared that Rotary is trying to schedule a time with Johnny Morris. Patty Burns suggested that when special events are happening that people should mention that they can fly into our airport. "drive, fly and float on in". Talk continued about the OTC partnership for flight school and how 24 students will be starting in the new year. Spangler updated on the Trail of tears and his on the ground research of the trail, road signage, and continued plans to bring the trail display to the library and status about it being certified site of the National Parks.

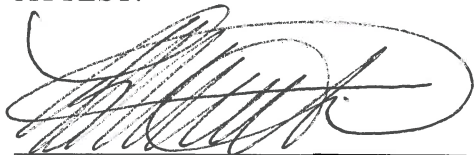
ADJOURNMENT

Spangler moved and Mitchko seconded that the meeting be adjourned. Motion passed unanimously. Meeting adjourned at 11:18 a.m.



Chairman Rod Reid

ATTEST:



Liz Mitchko

Minutes Approved: 11/13/18