

CITY OF LEBANON  
TOURISM & MARKETING ADVISORY COMMITTEE MEETING  
February 5, 2019

BE IT REMEMBERED that the Tourism & Marketing Advisory Committee of the City of Lebanon, Missouri, met on February 5 at 1:37pm., in the dining room at The Manor House Inn, 505 East Elm, Lebanon, MO

ROLL CALL AND DECLARATION OF A QUORUM

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

A quorum was declared

Staff members and others in attendance: Tourism Director Nicole McGinnis, Brian Thompson and Mike Schumacher.

APPROVAL OF MINUTES: Liz Mitchko made a motion to approve the November 2018 minutes, seconded by Gib Atkins. All in favor.

DISCUSSIONS OF AGENDA ITEMS:

Tourism Director Nicole McGinnis introduced herself and brought to those in attendance a modification to the City of Lebanon leaf logo with the addition of the word "Visit" over the yellow leaf. This was done so that when the new web-site rolls out that there would be a cohesive look between all facets.

McGinnis showed the committee current figures on the collection of Lodging Tax for FY19 that shows \$85,522.88, that is down \$1,312.09 in comparison to FY18, however she pointed out that Econo Lodge has not yet submitted their last 4 months, which would historically make up a large portion of the deficit. McGinnis relayed that strategy for an increase in lodging tax is slated for 2020. Discussion held about the increase and it's pro's and cons. Mike Schumacher stated that they are looking at grouping public safety tax and tourism lodging tax together on the same ballot.

McGinnis asked if any members were interested in attending the MDT Road show March 22, 2019 in Springfield, and if so, please let her know as advanced registration is required.

McGinnis highlighted our budget, and the current fund balance of \$203,043.22. She is also on schedule for the FY19 Q1 reimbursement for \$2,641.00, FY19 Q2 reimbursement for \$2,542.00. MDT FY2020 MMG Grant process is currently being worked on as applications begin March 1<sup>st</sup>.

In advertising and Marketing, McGinnis confirmed two Route 66 themed billboards along I-44. One is located at MM 134.4 facing traffic heading towards Springfield and the other is at MM 123 catching traffic heading towards St. Louis. Both billboards are right hand side and illuminated and now up.

McGinnis updated the committee on the Tourism Website and the timeline to go live is the first week of March. McGinnis has been working closely learning the workings of the website.

McGinnis reported on the SEM Report and we had click through rate of 11.22% for December, still high for that time of year. She also updated us on the SOP Tourism –FLW Facebook page where Lebanon has a strong presence.

McGinnis updated the committee on the Gateway Guide updates, a new Native Ad, multiple phases of the Wayfinding Project and the Greenspace project at exit 129

McGinnis highlighted her recent public engagements and those scheduled in February and March.

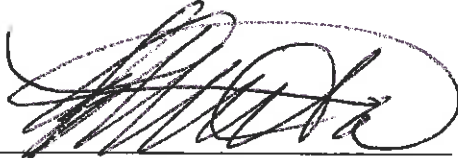
Discussion held on the date of the next meeting and it will be on May 14, 2019 at 1:30pm.

#### ADJOURNMENT

Mitchko moved and Mark Spangler seconded that the meeting be adjourned. Motion passed unanimously. Meeting adjourned at 2:35 p.m.

  
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Chairman Rod Reid

ATTEST:

  
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Minutes Approved: 14 MAY 19