

CITY OF LEBANON  
TOURISM & MARKETING ADVISORY COMMITTEE MEETING  
February 4, 2020

BE IT REMEMBERED that the Tourism & Marketing Advisory Committee of the City of Lebanon, Missouri, met on February 4, 2020, at 1:32 p.m., in the meeting room at Shepherd Hills Factory Outlet.

ROLL CALL AND DECLARATION OF A QUORUM

Upon roll call, the following members were present: Rod Reid, Randy Palilla, Michelle Cochran, Stachia Helton, Mark Spangler, and Chuck Jordan Absent- Mike Edwards, Liz Mitchko, Jim Rogers, and Gib Adkins

A quorum was not declared.

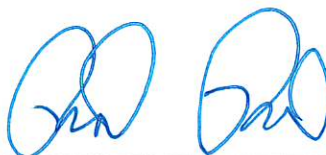
Staff members and others in attendance: Tourism Director Nicole McGinnis, Promotions Manager Jessica Massey

APPROVAL OF MINUTES: Minutes were not approved due to a quorum not being reached at the beginning of the meeting. A quorum was reached by the end of the meeting. Minutes will be voted and approved at the next meeting.

DISCUSSIONS OF AGENDA ITEMS:

Tourism Director Nicole McGinnis discusses the 2020 Graven's Dodge Guts & Glory BBQ Throwdown which will be transitioning into a Fall Festival to be held September 26, 2020. This is the third year for the event and Jessica Fox and Michelle Higgins (BBQ Contest Coordinator) along with McGinnis, will be coordinating the event. Discussion of a chili competition versus the BBQ competition has been considered. McGinnis is hoping to see more movement at the next meeting. Rod Reid would like to see civic club involvement in the competition. Chuck Jordan mentions the fire department might consider competing as well. Michelle Cochran suggests having a pie competition at event. McGinnis agrees and mentions that could tie back into Lebanon's roots and have locals remember the apple orchards. Nicole, Jessica, and members of the Route 66 Society will be meeting to discuss the Route 66 Festival on February 6, 2020. The Block Party will be held Friday, June 19<sup>th</sup> with the parade and event on Saturday, June 20<sup>th</sup>. The request for the 399<sup>th</sup> Army Band has been sent. Vendors are reserving and bounce houses are reserved. Dawson Hollow is interested in performing. The Route 66 Society would like to have The Bucket Band come again this year so both bands may be used. McGinnis goes into detail on the lodging ordinance. Randy Palilla asks if Airbnb's had to abide by the ordinance. McGinnis answers that Joe Berkich will be meeting with property owners that have overnight guests to serve them with the ordinance. Stachia Helton volunteers to help build forecasting documents. This ordinance will ensure keeping track of area inventory and calculating the occupancy rate a much easier task. McGinnis informs the board that Kim Shoemaker will be doing the invoicing from City Hall.





Chairman Rod Reid

ATTEST:

7 AUG 2020

Minutes Approved:

