

CITY OF LEBANON  
TOURISM & MARKETING ADVISORY COMMITTEE MEETING  
July 14, 2020

BE IT REMEMBERED that the Tourism & Marketing Advisory Committee of the City of Lebanon, Missouri, met on July 14, 2020, at 1:31 p.m., in the meeting room at the Kenneth E. Cowan Civic Center.

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, Mike Edwards, Liz Mitchko Absent: Jim Rogers, Chuck Jordan, and Gib Adkins

A quorum was declared.

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

APPROVAL OF MINUTES: Minutes were approved for November and February's meetings. Mike Edwards motioned with Liz Mitchko's second.

DISCUSSIONS OF AGENDA ITEMS:

Tourism Director Nicole McGinnis discusses the impact of COVID-19. McGinnis goes over the lodging tax collected for the top three hotels. The numbers will not reflect May or June 2020 due to a changeover in accounting, but those figures will be reflected in the next meeting's report. Stachia Helton mentions their numbers have been down for the year. McGinnis mentions the budget was finished during quarantine and she only budgeted for \$130,000 for lodging tax. She mentioned plans were made for that budget including adjustments to advertising. At this time, the board all made comments on the effects COVID-19 has had on their perspective businesses. Mike Edwards mentioned his fears of what the internet sales versus in store, local sales will do for the local economy. This led to a group discussion on the Use Tax.

McGinnis discusses the Missouri Matching Grant and how in May it was said applications could be sent in, but in July it was stated there have been additional restrictions on MDT budgeting and to put a hold on all grant work. The next announcement is due the week of 7/13/2020. Rod Reid suggests running the new ads from saved March and April revenues to reach St. Louis, Kansas City, and other metropolitan areas. McGinnis also mentions expanding into banner and radio ads through iHeartRadio. Discussion on which ads will be increased with current advertisers and which ads will be dropped was held.

McGinnis reviews FY 2020. The current fund balance is \$135,937.51. She reminds the board FY20 is not closed and will have additions for May and June. FY20 Q2 Report was submitted in February.



McGinnis highlights the website and mentions there have been 86,000 users since May of 2019. She reviews click reports with the top ten page views. SEM is now running after being paused in March and April. June shows a higher than average amount of clicks due to March and April being added. The three top-performing words included Bennett Springs Missouri, Bennett Springs State Park, and Bennett Spring Park. She reviews FY21 SEM recommendations through Madden Media including sign ups for event dates, visitor guide sign ups, and directions. There are currently 5,954 subscribers for the weekly events Eblast. The Marketing Firm Update will be blank due to waiting on their renewal information.

McGinnis reviews public engagement including virtual Rotary meetings, FOF Spouses Tour planning, Route 66 Festival and Route 66 Society Board meetings. She commends the committee on how great they were to work with and was thrilled the event was well attended. She is still serving on the Lebanon Area Chamber of Commerce Board of Directors and chairing the subcommittee on performance. She attended SPORTS in March. She recommends continuing that show. Other shows were discussed for future attendance. She has also been appointed to the Route 66 Centennial Commission. Michelle Cochran asks what that commission entails. McGinnis responded it is to help with the planning for the celebration happening in six years.

A round table discussion for board comments was opened by McGinnis. Helton discusses the hopefulness for the Lebanon Gospel Music Get-Together. She has already had two reservations cancel and the individuals were upset that there were no refunds on tickets for the event. Cochran mentions there are two reservations for the gospel sing at The Manor. Mitchko discusses the decision to cancel Fiber U due to the demographics of the attendees for the event. Mark Spangler mentions the Trail of Tears signs are up in Webster County and the library expansion is still on track. Reid relates an email he received from an individual that wanted to visit, but he struggled trying to find activities that could be discussed during their stay. McGinnis shared how she tailors a visit to specific interests during a discussion about a potential stay in the area by beginning with directing them to the website and the "Events" page, discussing their stay options, asking about their interests, etc. Edwards expresses his excited for the new Downtown Director with the Mainstreet Program. With no other comments a motion to adjourn was asked.

#### ADJOURNMENT

Mitchko moved and Edward seconded that the meeting be adjourned. Motion passed unanimously. Meeting adjourned at 2:34 p.m.

   
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Chairman Rod Reid

ATTEST:

A large, stylized handwritten signature in black ink, consisting of several overlapping loops and flourishes.

Minutes Approved:

L. McTigue  
2 NOV 20

