

CITY OF LEBANON  
TOURISM & MARKETING ADVISORY COMMITTEE MEETING  
August 6, 2019

BE IT REMEMBERED that the Tourism & Marketing Advisory Committee of the City of Lebanon, Missouri, met on August 6, 2019, at 1:31pm., in the meeting room at Civic Center, 500 E. Elm Street.

ROLL CALL AND DECLARATION OF A QUORUM

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

A quorum was declared.

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

APPROVAL OF MINUTES: Liz Mitchko made a motion to approve the May 2019 minutes, seconded by Chuck Jordan. All in favor.

DISCUSSIONS OF AGENDA ITEMS:

Tourism Director Nicole McGinnis introduced Jessica Massey. McGinnis informed that Stealth Creative received the highest score for the ad creation marketing firm and will move forward with the contract. Highlighted were the services provided by Stealth. Stealth will include results to show what works and what does not work for the account. Stealth's compensation is \$2,000 per month for 12 months with an anticipated start date of September 1, 2019. Media contracts signed prior to July 1, 2019, will be paid an 8% commission. All other approved media contracts will be paid at a 12% commission rate. McGinnis asks for questions. Rod Reid suggests setting a limit of approximately \$10,000 to see what Stealth can do with that budget. He also mentions the new tourism website is not the first site that shows when searched. Reid would like to see it listed within the first 5 hits. McGinnis mentions key words are used to push the website and she likes setting the goal of being within the first 5 as well.

McGinnis reviews 2019 FY with an increase of 5.45% Liz Mitchko asked what the green bar on the Hotel/Motel Lodging Tax chart indicated. McGinnis answers the green bars are the months those entities still need to pay for. Mitchko asks that the red bar indicates. McGinnis answers those are late fees owed. McGinnis then mentions that when she attended the Route 66 Society meeting that Kathy Dame had shared that 2019 has been the busiest summer she remembers.

McGinnis highlighted the budget, and the current fund balance of \$203,043.22 that is unchanged from last meeting. She is also on schedule for the FY19 Q4 reimbursement due August 30, 2019. She informs FY20-Lebanon was awarded \$25,000 MMG.

McGinnis reviews the tourism website users for the month-4.87k, with Bennett remaining the number one page views with the Events Page right behind it. SEM report from Madden delivered 1,895 clicks. She also discusses the wayfinding signage project. The signs have been designed and the locations selected. A new vendor was found and a price is being determined. The Route 66 and Downtown banners have been designed and the RFP has been sent out. The Getaway Guide is 80% complete. The Green Space agreement has been signed with MoDot. A Weekly Events Eblast has been added. McGinnis then gives a social media update and lists public engagements that have been attended and those that are scheduled.

A round table discussion for board comments was opened by Mark Spangler who will be collecting images for the website with a focus on Bennett. Jim Rogers mentions 90,013 trout tags have been sold and states tag sales are about the same with kid sales being up 10%. Rod Reid mentions gearing up for the 25<sup>th</sup> Celebration to be held in September and gives a compliment to the City of Lebanon for working on the power lines during the July shutdown. Liz Mitchko mentions the Fiber U event held in July was the best attended in 10 years. They will also be hitting the 25 year anniversary mark in November. Randy Palilla asks what the numbers for the Lebanon Gospel Music Get-Together were for the 2019 event and mentions this was the best year since the start of the event. McGinnis mentions Duane Garren gets reports from attendees about hotel increases during the event. She created a spreadsheet with prices from Waynesville, Marshfield, Springfield, and Lebanon for Duane Garren to show there is no gouging during the event. Reid mentions the event comes during the busiest time of the year, and although he is thankful Lebanon has the event it does cause issues with some businesses losing money during that week. Mitchko asks how the 100 Mile Garage Sale was received. McGinnis thinks there was good interest and sees it becoming an annual event. McGinnis then gives an update about the Downtown Business District and mentions Jessica attended the Mainstreet conference. She informs the old Lee building has been declared a historical landmark and will be looking for grants to help with lofts, retail, etc. The vacant storefront next to the Parlor Salon will become a bar/restaurant. The water tower downtown will be painted with the downtown logo. Reid also mentions the B&D expansion.

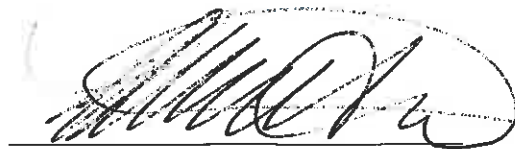
ADJOURNMENT

Mitchko moved and Chuck Jordan seconded that the meeting be adjourned. Motion passed unanimously. Meeting adjourned at 2:30 p.m.



Chairman Rod Reid

ATTEST:



Minutes Approved: 11/5/19