

Troy CVB Board Meeting April 9th

Meeting held via Zoom, due to COVID 19

Rachel South Director called the meeting to order at 8:49

Board Members in attendance: Sarah Creech, Mark Cross, Brian Sinclair, Josh Klaus, Donna Vickery

Others in attendance: Chamber President Patty Clisham, Mayor Ron Sconce, and Chamber Director Rachel South

Discussion began with sharing ideas about potential marketing campaigns for the 20-21 budget year. Rachel provided items that were discussed at the past meeting including pricing guides from Focus St Charles, Community News, and Lamar (potential billboards in St Charles area). These items were requested before the COVID pandemic started. Mark Cross and Sarah Creech brought up the possibility of a drop in revenue due to COVID-19, largely due to the fact that hotel stays were dramatically down. In light of that information the board decided to pursue ideas that would stay with the existing billboards we maintain and look into some social media advertising that would target specific market areas. Looking to be more conservative at this time until the full effect of the pandemic is known. Rachel was instructed to look into options and present them on a preliminary budget that the board could review at the upcoming May 7th meeting, which again will take place via zoom.

From the past meeting in February a concern for the beautification project had been mentioned regarding the large Flag on 61. The group again agreed thru discussion that some preliminary numbers be placed on the budget to increase the beatification portion of the budget to help the City of Troy with Flag replacement costs. Rachel will research some numbers and place a preliminary amount on the budget to be reviewed at the next meeting. Rachel will work on marketing plan and budget and send out to the group to review previous to the meeting so they can discuss and have it turned into the City for budget review.

Rachel updated the group on MAYB, Car Show, City Wide Yard Sale, and Movies in the Park. Movies are scheduled, Car show is still on the books but will be chamber managed in an order to regulate costs and not seek more donations to pay car club due again to COVID 19 and incoming revenues. MAYB had been postponed but plans were still in place to hold it in September or October. Rachel told the group she would keep them up to date

The Troy on the Move App has over 1000 users and growing, Rachel created a COVID-19 information tab on the app connecting the community to accurate news and resources.

No other new business was discussed,

Rachel will get budget and plan info out prior to next meeting May 7.

Brian Sinclair motioned to adjourn at 9:49, and Donna Vickery made a second.