

CVB meeting 3/13/23

Board Members In attendance:

~~Donna Vickrey~~, Brian Sinclair, Sarah Creech, April Bryant, ~~Heather Cooper~~

Others in attendance:

Angie Gronek, ~~Taylor Premer~~, ~~Ron Sconce~~

Called to order by Angie at 9:01 am

Charging Stations

Revisit during next meeting after reviewing the packet Sarah brought today.

Roundabout Project

Agreed to leave money there for now, review painting a trojan logo or something.

Christmas Decor

Switch to seasons greetings out by Welcome to Troy Sign on Hwy

Keep an eye out for a sale and vote via email

Future Projects

- Welcome to Troy – at main exit after its redone
Keep in touch with the City/MoDOT so that we may work together. Something other than landscape so that it does not need much upkeep/maintenance Sarah suggested something like our Explore Troy App, EAT/SHOP/STAY. Look at a monument or statue. Maybe “Home of the Trojans” or something associated to the “Woods Fort” on Main/Boone.
- Main Street Planters – water, replace & replant annuals
Angie reached out to LCR3 FFA to inquire about their assistance with plant upkeep and installation. Rob Calvin confirmed that they participate in community service projects from time to time and that the typical investment is student labor to help an organization execute a plan. The board has concerns that the investment will not be kept up with in the long run and wants to consider a project more “one and done”.

Angie suggested the installation of solar street lights along main street instead of planters. The board agreed to further review the expense of this suggested project and move forward from there.

- Boone Street Park (Flooding Issue)
Landesign quoted \$15,397 in May of 2022 which included regrading the area incorporating sand in soil, rain garden native plantings, mulch & oversized rock.
- *Current funds of \$4,000 will be rolled over and added to the 2023/2024 budget

Signage towards Kiwanis Park – help direct people to it
Need to let people know it's public and not just for the nearby subdivisions
Increase Park signage for Avery, Kiwanis & Aquatic Center

Mowing Bids

Open the bidding for 2023/2024 – due by April 1st, then extend if needed
Advertise on the Facebook (both CVB & Chamber), add to the Chamber's website
Discuss with the City/MoDOT to determine what will need to be done after the overpass is updated

2023/2024 Budget

- Look towards allocating funds to create a brochure about Troy – Dining, events, parks, etc.
Sarah mentioned that she has people stay in the hotel, but has no way to let them know what is going on or where to go other than Googling things.
- Discussed the possibility of adding additional billboard advertising outside of Lincoln County.
Digital billboards are \$1,000 for a 4-week flight. Maybe advertising large events for the 4 weeks leading up to it? Brian was unsure how much this will assist with directing people to Troy and would like to retouch the subject via email.

Night of 1,000 Stars

Talk with Rachel Dunard and recap during next meeting.

Called to adjourn at 10:20 am