

CVB meeting 5/16/23

Board Members In attendance:

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

Others in attendance:

Angie Gronek (Chamber Staff), Taylor Premer (Chamber President), Ron Sconce (Mayor)

Called to order by Angie at 8:06 am

Mowing Bids

Received 5 bids to review.

During review/discussion, Mayor Ron Sconce reminded us that construction of the new 47/61 interchange around July 2024. Terms of the mowing service may be adjusted as necessary when the time comes.

Motion to approve \$570 per service, not to exceed 35 weeks made by Taylor Premer, seconded by April Bryant. All in favor, non-opposed.

Due to the current issues with landscape maintenance, the City of Troy is working with MoDOT during their planning to ensure we keep that area low maintenance and or rocked.

Revisit Projects / Project Continuations

>> Charging Stations...\$8000

The Board agrees to reallocate to beautification projects. The funds will be added to the existing \$4,000 to be used towards updating the landscaping around the "Welcome to Troy" sign located at the South Lincoln Drive exit off Hwy 61.

Our current bid of \$4,396 from Landesign has expired. Angie will request a new bid with instruction of a \$12,000 budget to include low maintenance landscaping options along with quarterly maintenance/upkeep.

>> Roundabout...\$5000

The Board discussed other options for funds previously allocated to the Cherry Street Roundabout Project. There was past discussion of using the funds toward the "Green Space" between the sidewalk and street. Mayor Ron Sconce suggests to hold off on any projects along Cherry Street until the City is fully finalized with closing out construction. Funds will be placed on hold until July 2024.

>> Christmas Decorations...\$2500

Discussion continues in regard to new Christmas Décor. Previous options included a lighted sleigh and a 40' Seasons Greetings light-up sign. Responsibility of setting up the décor, along with storage was brought up and whether the CVB should donate the decorations purchased to the City or to the

Downtown Business Association for use during Night of 1,000 Stars. Due to the lack of man power to set up the décor and storage space, the decision was made to hold onto the funds until the City completes the installation of light posts along Cherry Street. Mayor Ron will discuss with Streets Dept to see if they have enough light décor or if more need to be purchased.

April Bryant recommended to look into a 3-piece Aluminum Tree similar to Moscow Mills. She will look into this option further and report back with details.

>> Future Projects/Welcome to Troy...\$4000

The Board agrees to move forward with the "Welcome to Troy" landscape project. \$8,000 of reallocated funds will be added to the existing \$4,000 for a total of \$12,000. An updated bid will be requested from Landesign for updating the area with a low maintenance design as well as a quarterly maintenance/upkeep plan.

2023/2024 Budget Review

>> Advertising Expense Updates

Angie presented the idea of dedicating funds to the promotion of Cuiivre River State Park. Funds will be allocated to Facebook Marketing along with the addition of a Digital Billboard in St. Charles County.

Angie will look into the cost for producing Explore Troy Mobile App window clings and QR Code cards which will be supplied to local businesses.

>> Beautification Expense Updates

Mowing bid was approved and an increased budget set.

Angie will continue working with Lori Horner & Ryan Howell to add Park Maps at 4 locations and directional signs to Kiwanis Park.

>> New events to sponsor / contribute

Relay for Life Rodeo, City-Wide Yard Sales, World League Wrestling (pending attendance stats). Feedback/stats will be requested for future contributions.

>> Adjustments made to Downtown Business Association contributions

Email requests for past fund usage have not been answered. Donna has direct communication with the Association's President and will reach out. The Board would like to know how previous fund donations have been used and if there is anything they can further assist with during events. Requests for Main Street beautification/improvement ideas were also sent without response.

Moving forward, funds will not just be provided. Invoices for advertising or other items associated with the increase of tourism will be required for reimbursement.

Called to adjourn at 9:16 am