

CVB Meeting 1/16/24

Board members in attendance;

Angie Kiesey, Ryan Howell, Sarah Creech,

Others in attendance:

Taylor Premer, Angie Gronck

Meeting was called to order by Angie at 8:31am

Project Updates

>> Welcome to Troy Landscape

Landesign completed the installation on 11/21/23. Maintenance will begin spring of 2024.

>> Troy Park Maps

Student designs continue, plan to meet to approve designs in spring.

>> Kiwanis Park Disc Golf

Ryan gave a brief update on the project. 3 companies came out and put a bid. The tentative start of Jan 29th has been given. The plan is to come in and clear out ground debris prior to installing baskets.

Event Contributions

>> Downtown Boutique Crawl (12/8/23) – gave \$100 from the Misc/Future Use Funds for radio advertising. Angie G. scheduled the advertising with KFAV directly. Angie Kiesey organized the event along with other local business owners and noted they saw people from outside the area.

>> City of Troy Annual Ornaments

Discussed increasing the number of ornaments ordered for 2024. Angie G. took over the ordering/design process from the City. The cost will vary depending on the design and quantity. The board agreed to Max out the budget when ordering. If there are any ornaments left over after Night of 1,000 Stars they are to be given to downtown businesses to hand out.

>> Night of 1,000 Stars (12/2/23)

There was \$500 included in the 2023/2024 budget for this event. There was discussion and request for an invoice and/or donation receipt from The Troy Historic Downtown Business Association which was not received. A suggestion to use the funds for radio and/or social media advertising was declined. At this time, funds have not been released.

The board discussed moving the unclaimed funds to Misc. / Future Use.

Ryan motioned to move funds, Angie K. seconded, and all were in favor.

>> TBHS Show Choir Invitational (2/3/24)

A \$2,000 contribution check has been provided to the Encore Choral Boosters. Fund will be used to help provide good quality judges and service which includes meals, travel, and lodging. We will follow up with Sarah (Super 8) to see how this event impacted the hotel.

Explore Troy App

Chamber staff will continue to keep the app up to date.

Static Billboards

The current billboard design is good through 2/3/24. Angie G. requested input on what to promote on the next design which will run February through June. Last year the billboard promoted the Chamber's MAYB Tournament, City Wide Yard Sales, and LCCOA's Annual Fun Run.

The Chamber is not hosting MAYB in 2024. The board previously discussed and agreed not to promote runs and/or walks because there are too many similar events we can't just pick one. After further discussion, the board agreed that if suitable event was not found, Angie would put together a generic advertisement to promote tourism in Troy.

- Visit Historic Downtown Troy, Coffee & Shopping
- Eat, Shop, Stay --- similar to the community E-Gift Card promotion (Troy MO Gift Card)

IDEAS PRESENTED:

February 25th – The Wedding Show held at the Factory on Cherry

March 9th – Annual Honor Flight Benefit Dinner --- VFW **POC Jan Bettencourt**

Veterans Coffee Talk – funds go to Dr appointments, central Missouri Honor Flight to DC

New Discussion / Misc.

>> Shop Local Static Billboard

The CVB partnered with LCRB to begin a collaborate advertising campaign in 2014 to promote a shop local campaign, trying to reach Lincoln County residents as they are leaving Troy (located on S. Lincoln Drive in front of Store It & Go) before they head to Wentzville was the original thought. Because LCRB is funded by a ¼ cent sales tax, local shopping is critical to finance their mission and programming. The last time the board was updated it costs around \$300.

The board requested more details and updated costs to remove/install a new design. Angie will reach out to Cheri requesting additional information before the board approves funds. This item will be “ear marked” for the next meeting, gather exact numbers to verify and vote to move money from Misc Funds.

- Possibly add website instead of the LCRB and CVB phone numbers.
- If someone see the billboard and calls the Chamber/CVB, what information should be shared?

Ryan mentioned the Online Use Tax – county considering adding that tax to the county. Possibly use the board to explain what that is.

>> Angie K. asked about Rachel Lovelace's board application. Angie G. explained that she would fall under the General

>> Meeting Date/Time Discussion

The 2024 Chamber President is unable to make meetings on Tuesdays. Angie G. requested input on monthly meeting days. Morning is still the best option – everyone agreed that Mondays/Fridays are the worst days. Chamber Past President, Taylor Premer will continue to attend meetings until Casey is able to. We will review again at our next meeting if necessary.

Motion to adjourn by Sarah – seconded by Angie K. at 9:31 am.