

CVB Meeting 3/12/24

Board members in attendance:

~~Angie Kieseey~~, Heather Cooper (*Woods Fort*), Ryan Howell (*Parks Dept*), Sarah Creech (*Super 8*)

Others in attendance:

Angie Gronek (*Chamber Rep*), ~~Taylor Premer (*Chamber Rep*)~~, ~~Casey Boyer (*Chamber Rep*)~~, Cheri Winchester (*LCRB*), Ron Sconce (*City Mayor*)

Meeting was called to order by Angie G. at 8:33am

Guest - Cheri Winchester, Executive Director of Lincoln County Resource Board

Cheri joined to discuss the collaborative "Shop Local" advertising campaign between the CVB and LCRB that began back in 2014. The original thought with the billboard/location was to catch residents of Lincoln County before leaving Troy (as they head south on Hwy 61 toward Wentzville). Since LCRB is funded by a ¼ cent sales tax, local shopping is absolutely critical to finance their mission & programming.

The CVB and LCRB currently share the billboard expense 50/50. After a recent Needs Assessment, the LCRB plans to target Child Abuse rates in the area and feels the billboard location is perfect being so close to the Justice Center. LCRB has requested 6 months be used for their new cause, then the board returns back to "Shop Local". This would bring the CVB's cost down from \$1,500 per year to an estimated \$1,100 which includes the billboard space rental (\$750+/-), removal and installation of a new design (\$200+/-), and the design/print (\$150+/-).

Mayor Sconce, raised concern that 6 months may not be an adequate amount of time to make an impact. Cheri and the CVB board agrees with his concerns and made plans to reassess in 6 months to determine the need and go from there. If LCRB keeps the board for the year, the CVB will consider finding/investing in a new billboard space to continue their "Shop Local" efforts at that time.

Ryan motions to continue partnership and revisit in 6 months to determine if the LCRB needs the additional 6 months. Heather seconds the motion and all are in favor. Angie G. will lower the budgeted expense from \$1,500 to \$1,200 for 2024/2025.

Project Updates

>> Welcome to Troy Landscape

No updates at this time. Landesign to start maintenance in Spring. Angie G. reviewed the current budgeted amount and reminded the Board that future maintenance will need to be included in the 2024/2025 budget.

>> Troy Park Maps

Angie G. extended invitation to the Board to join in on the next discussion meeting set for 2:30pm on 3/19 at the Chamber's office.

>> Kiwanis Park Disc Golf – Ryan Howell, Parks Dept.

Clearing of the park took place back in January. Rough layout of baskets has been provided. Baskets and sleeves arrived last week. Company that installs the course also makes the course signs. City parks department will install those. At this time, completion is still estimated for Summer 2024.

Event Contributions

>> World League Wrestling

Angie G. reviewed the breakdown of the CVB's \$500 contribution as provided by Leland at World League Wrestling. \$200 social media / \$150 for TV commercials / \$75 toward radio commercials / \$75 print advertisements.

>> Chariots of Fire Customs

Angie G. reviewed the breakdown of the CVB's contribution as provided by Reine Knobbe, co-owner of Chariots. \$800 was used toward poster/postcard advertisements for the annual Motorcycle Show scheduled for June 1st. \$500 has been provided for the promotion of their monthly Bike Nights which run April through September. They currently plan to use the remaining \$500 for radio advertising through the VIPER, but is under discussion.

>> S Lincoln Roundabout Flag

Angie G. reached out to Linda & Jeff at the City of Troy to determine if a new flag is needed this year. She is awaiting confirmation. Last year the CVB reimbursed the City for their expense.

Explore Troy App

Angie G. will continue to keep the app up to date as time allows. Newest addition is the "Spring Fun" Tab which has been very active so far. The app currently has 2,725 downloads which is great.

Static Billboards

The Eat/Shop/Play design was installed on March 5th and will run through June. Last year's "Summer" design promoted the Rotary's Fireworks, Chamber's Car Show, and the Relay for Life Rodeo. At this time, the board approves the same event promotion for this year, but will revisit if another event comes up before production time.

New Discussion / Misc.

>> Request for Mowing Bids

The current contract with On My Own Time Lawn Care ends June 30. Angie G. will post a "Request for Bids" and will submit them to the Board for review at the April meeting. Mayor Sconce, suggested extended future contracts from 1 year to 2 years and collecting bids in January so that we're not asking for bids in the middle of mowing season.

Mayor Sconce provided updates on overpass and believes activity will begin by August. The board discussed and determined to wait on changes to the bidding process until after the new interchange is complete. The 2024/2025 contract will need to mention the new interchange construction and the possibility of an early termination.

>> 2024/2025 Budget

Angie G. reminds the board that their 2024/2025 Budget is due to the Alderman before June 12th and requested new project ideas.

- Curiver River State Park
Angie G. spoke with Park Director, Jason Harrison who welcomed assistance with playground updates and/or advertising. Jason is to research the cost to replace swings and report back to the CVB. Angie G. mentioned looking into another billboard rental to promote the park. The board agrees that the promotion of the new archery range and kayak/canoe rentals may be beneficial.
- Ryan and Mayor Sconce briefly reviewed the need for city park updates. Ryan stated an update of the pavilions would be beneficial, but would let us know after he completes his budget review.
- Sarah requested printed materials for the hotel. She currently promotes the mobile app, but feels hard copies of some attractions would be beneficial. Angie G. presented a copy of Hannibal's Visitor Guide published by their local CVB. After further discussion, the board agrees that tourists would benefit from smaller guide. Angie G. will research information regarding design/publication of a tri-fold brochure.

The board will think about other ideas and revisit at the next meeting.

Motion to adjourn by Heather seconded by Sarah

Meeting adjourned by Angie G. at 9:30 am.