

Minutes of Meeting
Tourism Advisory Committee
August 13, 2024
9:00 AM

The Tourism Advisory Commission for the City of Moberly met in a regular session on Tuesday, August 13, 2024, at 9:00 a.m. in the Conference Room at City Hall. The meeting was called to order by Tom Sanders, Chairman.

Members Present: **Cristina Wright**
 Mike Skubic
 Jonique Barnett
 Mark Fischer

City Staff Attending: **Tom Sanders, Dir. Of Comm. Dev**

Members Absent: **Sarah Graff-City Council liaison**

Visitors: **Michelle Westhues**

Tom Sanders opened the meeting at 9:03 AM. One member was absent from the meeting.

The minutes from July 10, 2024, were reviewed. Tom Sanders asked if there were any corrections. Cristina Wright made a motion to approve these minutes as presented. Mike Skubic seconded the motion. Motion carried.

Mr. Sanders moved to the first item on the agenda under new business "Review of Proposals". Two proposals were received from the Moberly Area Chamber of Commerce for Junk Junktion Vintage Market and Mid-Missouri's Christmas Festival. After a brief discussion, Mark Fischer made a motion to approve the application for \$1,500 for Junk Junktion due to this being the largest tourism event in Randolph County. Motion was seconded by Cristina Wright. All in favor. An additional motion was made by Mark Fischer and seconded by Cristina Wright for \$1,000 for Mid-Missouri's Christmas Festival. All in favor.

Mr. Sanders moved to the second item on the agenda under new business "Discussion of Maps". A brief discussion was held about using a third-party company to sell ads and oversee the map project. Due to the priority of this project and the time it may take for an outside company to oversee this project, it was determined to forgo this route. A motion was made by Cristina Wright to use JK Creative who was the low bidder for \$2,000 and utilize Art Department and Benton for all design work for this project. Motion was seconded by Mike Skubic. All in favor. Any additional costs outside of this realm will need to be covered elsewhere.

Mr. Sanders moved to the third item on the agenda under new business "Discussion of Guidelines". After a brief discussion, the Tourism board suggested moving the funding level for the marketing grant to \$1,500 and removing the cap on capital improvement projects Motion was seconded by Mark Fischer. All in favor. Applicants will still need to provide a 50% match for the amount they will be applying for.

Mr. Sanders moved to the first item on the agenda under old business "Update from Moberly Chamber of Commerce on Tourism Activities". Michelle Westhues presented her monthly report outlining that all ads with the Missouri Division of Tourism were completed on June 30. A new grant cycle is underway. Fall and winter ads are currently being worked and implemented. In addition, she is working on Mid-Missouri Christmas Festival and Junk Junktion events.

Mr. Sanders moved to the second item on the agenda under old business “Information on Account Balance of the Lodging Tax”. Mr. Sanders reviewed the amount of funds in the two accounts with the board.

Mr. Sanders asked if there was anything else to be brought before the Commission. There being no other business, Mark Fischer made a motion to adjourn. Cristina Wright seconded the motion to adjourn. Meeting adjourned.

Next meeting is scheduled for September 10, 2024, at 9 AM.