

Minutes of Meeting
Tourism Advisory Committee
March 11, 2025
9:00 AM

The Tourism Advisory Commission for the City of Moberly met in a regular session on Tuesday, March 11, 2025, 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**
 Bronson Kribbs
 Mark Fischer

City Staff Attending: **Tom Sandes, Dir. Of Comm. Dev**
 Shirley Olney, Executive Assistant

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

Visitors: **Maranda Dollich**
 Rachel Gibson

Tom Sanders opened the meeting at 9:00 AM. 2 members were absent from the meeting.

The minutes from February 11, 2025, were reviewed. Tom Sanders asked if there were any corrections. Cristina Wright made a motion to approve these minutes as presented. Bronson Kribbs seconded the motion. Motion carried.

Mr. Sanders moved to the first item on the agenda under new business “Review of Proposals”. Ms. Dollich stated three proposals have been received. The first proposal was from the Moberly Rotary Club Railroad Days Event, requesting \$1,000 for marketing, and \$2,000 for Capital Improvement (tables). After a brief discussion Cristina Wright made a motion to approve the application of \$1,000 for marketing and \$2,000 for Capital Improvement (tables). Bronson Kribbs seconded the motion. All was in favor

The next proposal was from Moberly Area Chamber of Commerce, requesting \$1,500 for the Christmas Festival. Tom Sanders asked if there were any questions or discussion. The board changed the proposal to a \$1,500 funding request. Mark Fischer made a motion that the \$1,500 change request be approved. Bronson Kribbs seconded the motion. All was in favor.

The last proposal to review was from the Moberly Area Chamber of Commerce requesting \$1,000 for their Junk Junktion event. Tom Sanders asked if there were any questions or discussion; there being none Mark Fischer made a motion that \$1,000. Bronson Kribbs seconded the motion. All was in favor.

Mr. Sanders moved to the last item under new business “Discussion of Wayfinding Signage”. Mr. Sanders presented the board examples of the signage that will be placed around the town of various businesses in Moberly. Ms. Wright would like to have the Moberly School District added to the signs. Mr. Sanders will complete this request. Mr. Sanders noted that funding for this project is budgeted with the Tourism Capital Improvement Fund and Downtown CID Fund.

Mr. Sanders also presented to the board information of Bartlett and West working on a task order to provide design options for bronze, silver and gold level entry signage along the highway interchanges from the north and south into Moberly. Samples of these welcome signage was provided to the board

for review. Bartlett and West service to complete this project would be around \$3,500. After a brief discussion, Cristina Wright made a motion to approve the task order from Bartlett & West for the \$3,500 for the entry signage. Bronson Kribbs seconded the motion. All was in favor.

Mr. Sanders moved to the first item on the agenda under old business “Update from Moberly Chamber of Commerce on Tourism Activities”. Ms. Dollich presented to the board the visitor guide draft for review. The board recommend a few changes be made, otherwise they approved of the new guide.

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 scheduled for April 8, 2025, at 9 AM.