

March 8, 2022\* RECORD OF PROCEEDINGS

CITY OF PACIFIC  
TOURISM COMMISSION  
300 HOVEN DR  
PACIFIC, MO 63069

MEETING

The regular meeting was called to order at 3:30 p.m. by Chairman Blakley.

Present:

Dave Roemer Trudy Nickelson by phone  
Ann Trent Lynn Vogt

Other City officials present: Administrator Roth, City Clerk Barfield, Community Development Director Myers.

**Minutes**

- a. Minutes from February 1, 2022

Motion made by Ann Trent, seconded by Dave Roemer to approve the minutes. A voice vote was taken with an affirmative result.

**Old Business**

- a. Red Cedar Update / Budget

Director Myers stated that Katie Aholt gave a presentation this morning to the Administrative Committee. He handed out copies of her presentation. The contract value is \$ 2,230,325, which represents a 3% increase. Chairman Blakley thought that was impressive that the increase is only at 3%. The change orders were also reviewed. Administrator Roth stated the revenues in general are on the rebound. The fund balance is \$ 55,000 cash and \$ 102,000 in reserve. The debt the Tourism Commission has is \$ 106,000 which goes back to the Contingency Fund. This was for the Bigfoot Plaza and digital sign projects. We are approaching budget season and hope to have a draft at the next meeting with action in May. The Director of Tourism position has been posted. We are getting closer to operating the center, with occupancy anticipated for August or September. The plan is to run Red Cedar out of the Tourism Budget.

It appears that Director Nickelson can hear us but we cannot hear her.

Administrator Roth had sent out a handout of how the budget may look and was for discussion purposes only. Marketing is very important. The City will do the basic maintenance of the building and staff will be expected to do light cleaning. The insurance is under the City's assessment. By the third year of operation there will be a need to increase the revenue or decrease the expenditures, so building the program is very important. A budget will need to be adopted for when the director is hired. Director Trent thought this was a good start to a 3-year plan. She agreed that marketing and promotions is the biggest and most important item to success.

Director Myers stated that Greg Wolf was in contact with him today. He is a Civil War Expert, and is involved with a building the diorama at Jefferson Barracks. There will be a moving storyboard for the civil war era, and his hopes to be able to display it at the Red Cedar for a month free of charge.

#### B. Fireworks

Director Myers stated he received a bid from J & M for fireworks. The costs have increased, and for the same show as last year the new cost is \$ 16,800, or a reduced show of \$ 14,000. The reduced show is 25% less volume. The City also took in donations these years, which we could do again. Director Blakley suggested a Go Fund me page, as it seems people are willing to fund those. Administrator Roth stated \$ 12,500 is budgeted from the Tourism budgeted. He recommended capping the Tourism portion at that amount, and letting the Board of Aldermen decide how and if to fund the difference. Commission members agreed. June 25<sup>th</sup> is the date of the fireworks. **Motion made by Director Roemer, seconded by Director Trent to approve the expenditure of \$ 12,500 from Tourism for the fireworks display. A voice vote was taken with an affirmative result.**

#### Adjournment

There being no further business, motion made by Director Trent, seconded by Dave Roemer to adjourn. The meeting adjourned at 4:25 p.m.