

October 8, 2018\* RECORD OF PROCEEDINGS

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

SPECIAL MEETING

The regular meeting was called to order at 5:30 p.m. by Chairman Oliver and took place at the Government Center, 300 Hoven Drive, Pacific, MO 63069.

Present at Roll Call: Chairman Oliver  
Bill McLaren  
Ricky Patel

Absent: Keith Bruns

A quorum was present.

Other City officials present: Alderman Adams, City Administrator Roth, Mayor Myers, City Clerk Barfield.

Minutes

- a. Minutes from September 10, 2018

Motion made by Bill McLaren, seconded by Ricky Patel to approve the minutes from September 10, 2018. A voice vote was taken with an affirmative result, and the motion was carried.

New Business

- a. Billboard at Viaduct St.

Steve Myers stated he had two proposals for the billboard at Viaduct St. One side advertises the cannon and the other side is blank now. He is proposing two new vinyl's one with Jensen's Point and the other one is the cannon. He stated they are actually two different sizes, one side is 20 x 44 and one side is 16 x 41. Mark Loyd is the owner, and is giving the spots to the City for free. This is an on premise display only, MoDot says this is a legal non-conforming sign but it cannot be rented for income. During the month of June they will use it for fireworks, but we can use it the other months. The City has to make the signs. He continued he would provide the artwork for free, but the labor someone else has to do. He did not want to be paid for the artwork, and showed an example of what he had. He thought the labor to hang the sign and materials to fix the plywood would run about \$ 3,050. The life expectancy is about 4-5 years, although he recommends changing it every 2 years. Discussion followed. Ricky Patel suggested using the "RT 66" emblem and take off the # 3.

**Motion made by Ricky Patel, seconded by Bill McLaren to accept the proposal, and amend the estimate to eliminate the top line, with Commerce Color to provide the vinyl's. A voice vote was taken with an affirmative result, and Chairman Oliver declared the motion carried.**

Discussion followed about other items that could also be promoted such as the Railroad City symbol, the rodeo, car cruise, Liberty Field plaques, Red Cedar etc. Steve Myers reminded the committee in advertising the most effective billboards are 7 words or less with 24" tall letters.

Alderman Adams stated he understood that he was donating the artwork, but thought the City should double check with the attorney just to make sure there was no conflict.

### **Old Business**

Liberty Walk Plaques – Administrator Roth stated Laser Imaging & Design provided information regarding the plaques. He took this to the Board of Aldermen and this information is new upon their request. The quote is for \$ 20,351 for thirty-three plaques, and does not include shipping. The vendor has very strong credentials. He also has become aware that Alan Bruns is looking into refurbishing them. Alderman Adams stated Alderman Johnson has spoken with Alan, and since then, Alan has visited with him. He has cleaned up one plaque, what he did looked good to him. Something has to be done, and it is about the quality. Chairman Oliver stated Laser Imaging seemed to be a better process. Administrator Roth stated the vendor offers an unconditional guarantee. Chairman Oliver stated that Alan is not able to re-do the artwork or lettering. If he could clean up the correct ones and make them last another 5 -10 years he thought that would be worth considering. He continued the ones with mistakes need replaced. He suggested having the company just redo the ones with mistakes. Bill McLaren thought this would need to be re-visited no matter what happens. Alderman Adams stated he would speak with Alderman Johnson and if she still had concerns she would need to come before the Committee. Chairman Oliver suggested getting the vendors information to Alan for him to compare. Alderman Adams agreed and thought Alan needed to come before this committee also. Administrator Roth stated we have the file, the factual mistakes is what we would need help with. He continued they are all out on the website and every panel is numbered. He also stated the company is in Ohio, but he uses a vendor in China. City Clerk Barfield stated that Alan told her this granite is not available in the United States. Chairman Oliver suggested inviting Alan to the next meeting. Administrator Roth stated he would do that.

### **Miscellaneous**

#### a. Red Cedar Architects

Administrator Roth stated the committee reviewed the submittals from the Request for Qualifications. There were 10 submittals received, the committee picked the top 4 and they will be meeting tomorrow. This meeting is open to the public if anyone would like to attend.

#### b. Music Festival

Chairman Oliver stated this event was cancelled and asked if they were still obligated to pay anything. City Clerk Barfield stated she has not received any invoices.

Motion by Bill McLaren to adjourn.

#### c. Wayfinding Signs

Administrator Roth stated he along with the Mayor attended a meeting with someone who does marketing and branding. He suggested we hold off on this as we start moving in that direction.

Bill McLaren rescinded his motion to adjourn.

d. Billboards

Bill McLaren stated we just approved the work for the billboards, but didn't think we had this budgeted. There was \$ 2,000 budgeted for the electronic sign.

Motion made by Ricky Patel, seconded by Bill McLaren to amend the budget to include re-appropriating the \$ 2,000 for the electronic sign and adding the difference for the billboards in the amount of \$ 3,050 total at the location of Viaduct and Thornton. A voice vote was taken with an affirmative result. Chairman Oliver declared the motion carried.

**Next Meeting**

The next meeting is November 5, 2018 at 5:30 p.m.

**ADJOURNMENT**

Motion was made by Rick Patel, seconded by Bill McLaren to adjourn. A voice vote was taken with an affirmative result and the motion was approved. The meeting adjourned at 6:20 p.m.