MINUTES
CITY

CONCORDIA TOURISM BOARD

Event Date/Time May 9, 20236:00 PM **Location** Room 202 Concordia Community Center 802 S. Gordon St. Concordia, MO 64020

1.Call Meeting to Order

2. Approval of Minutes from Previous Meetings

Agenda Item

a) Minutes of the February 7, 2023 Tourism Board Meeting.
b) Minutes of the March 21, 2023 Tourism Board Meeting.
minutesoftheconcordiatourismmeeting2-7-2023.pdf
,
2023-03-21tourismminutesdraft.pdf

Minutes

Chairman David Meyer called the May 9, 2023 meeting of the Concordia Tourism Board to order. Joining Chairman Meyer in attendance were Board members Diana Stumbaugh, Lavona Larrimore and Lori McGinnis as well as Alderman Beth Kruse, acting as Alderman Liaison for Alderman Kaleb Nierman, and Administrator Dale Klussman. Board member Dwight Emde was absent.

The Minutes of the February 7, 2023 Tourism Committee were distributed for review. Upon review of these Minutes, Lavona made the motion to accept the Minutes of the February 7, 2023 meeting of the Concordia Tourism Board as presented. Lori seconded this motion. Meyer called the question for passage of the motion by yeas and nays. Motion carried 3/0.

Meyer called for review of the Minutes of the Concordia Tourism Board meeting held on March 21, 2023. Following review by the Board members, Diana made the motion to accept the Minutes of the March 21, 2023 Concordia Tourism Board as presented. Lavona seconded this motion. Meyer called the question for passage of the motion by yeas and nays. Motion carried 3/0.

3. Items related to Concorda Farmers Market

Agenda Item

a) The Central Park location has been submitted as a City-activity/event location.
b) No contract for consideration to date.

Minutes

Chairman Meyer requested Klussman to proceed with the Items related to the Concordia Farmers' Market.

Klussman distributed a copy of the Budget Status to date for the Tourism and Promotion Fund. He stated that he would be referring to budgeted expenditures and anticipated expenditures as we proceed in tonight's discussion.

Klussman noted that Central Park has been submitted as a City event/activity for risk management purposes to cover the

Concordia Farmers Market. As normal practice, when the insurance premiums are calculated, we will be charging an amount to Tourism for the coverage provided. Klussman alerted the Board that this was not originally budgeted and would be an additional expense.

To date, Kelsie Rehkop has not submitted a proposed contract for Board consideration. Klussman stated that the City has paid $300.00 to Kelsie for time spent in preparation of the Market. Lori stated that she had been in contact with Kelsie and that Kelsie had been informed that nothing had to be submitted until May 15.

4. 2023 Run for the Wall-May 22, 2023

Agenda Item

a) Amount budgeted for event--$675.00.

Minutes

Klussman stated that the Run for the Wall event was scheduled for May 22, 2023. The annual expenditure of $675.00 would be used to purchase the traveling foods (grapes, berries, etc.) and the remainder would be used to pay for additional restrooms required for Concordia Park during the time the motorcyclists were at the Park.

Lavona made the motion to recommend Board of Aldermen approval of $675.00 for the Run for the Wall event as required. Lori seconded this motion. Meyer called the question for passage of the motion by yeas and nays. Motion carried 3/0.

5.FIreworks

Agenda Item

a) Amount budgeted for Event-- $3,500.00.

Minutes

The next item of discussion was the annual Tourism donation to the Concordia Civic Club for the 4th of July Fireworks Show. For the past several years, the donation has been in the amount of $3,500.00. Last year, the Civic Club purchased their fireworks in an earlier timeframe to secure a better pricing for the fireworks. The Board discussed the inflationary pricing of fireworks and the effect the higher costs could have on the display.

Lavona made the motion to recommend that the Board of Aldermen authorize a donation of $4,000.00 to the Concordia Civic Club for the Club's annual fireworks display at City Lake. Lori seconded this motion. Meyer called the question for passage of the motion by yeas and nays. Motion carried 3/0.

6.Promotional Materials for Summertime/State Fair Distribution

Agenda Item

a) Amount budgeted -- $300.00

Minutes

Klussman stated that last year, the Tourism Board authorized creation of a brochure highlighting some of the normal fall/winter events and activities of the City with discussion of looking at producing a brochure covering other aspects of life in Concordia this year.

The Board discussed potential items that could be placed in such a brochure. Aside from Summer activities, we could share the Patriotic Mural activities throughout the Main Street area.

It was decided to wait until Alderman Nierman was in attendance to provide his input on creation of the flyer as he designed the 2022 Brochure.

7.Christmas Lights

Agenda Item

a) Amount remaining from 2022-23 Budget $4,233.69

Minutes

Klussman reminded the Board members of the commitment to upgrade the Christmas lights throughout the City.

Members have received positive comments about the Snowflakes which were purchased and installed last year, and may well be place on Manneco's sales listing for this year. Members discussed several of the samples that Hoot Mann had presented at our meeting prior to selecting these Snowflakes, as well as potential locations for the decorations. It was determined that Dale should contact Mr. Mann and we could schedule a meeting when he could work with us in demonstrating the lighting that will be available in their upcoming sale.

8. Questions and Comments from Board Members

9. Adjourn

Agenda Item

Motion to Adjourn

Minutes

There being no further business, Lavona made the motion to adjourn, seconded by Lori and passed by a vote of the yeas and nays by unanimous consent, 4/0.

Meeting adjourned. Time noted: 6:39 P.M.