Minutes of the Concordia Tourism Meeting
Held on April 21, 2026
Beginning at 6:00 P.M.
In Room 202 of the Concordia Community Center
802 S. Gordon St. Concordia, MO 64020

Members In Attendance	**Members Absent**
Karen Hemme	Diana Stumbaugh
Lori McGinnis	
Lavona Larimore	
Allen Hentges, Alderman Liaison	
Kaleb Nierman, Mayor	

Also in Attendance:

LuShaun Curtis
Hoot Mann, Manneco Lighting Displays
Dale Klussman, Administrator

Mayor Nierman called the meeting to Order.

The Minutes of the January 20,2026, meeting were reviewed. With no further questions, Lavona made the motion to approve the minutes of the January 20,2026, meeting as presented. Lori seconded this motion. The motion was called and passed by unanimous consent 3/0.

Under Old Business before the Tourism Board, Mayor Nierman recognized LuShaun Curtis to provide an update on the presentation which will be part of the City's "America250" celebration. LuShaun announced the dates have been set for June 12th and 13th.

She presented initial costs for the purchase of the required scripts, royalty fees, etc. at $455.00, meeting the previous budget of $500.00.

LuShaun will be advertising the ad for cast, with the audition date set for May 2nd. The advertisement will be placed in the Concordian newspaper (April 23rd Edition) and has set up a Google link for participation. She is using Facebook as her primary means of presentation.

LuShaun requested the City place a similar announcement on their website. The Committee supported the idea that the City provide this information on the City's Facebook.

LuShaun reviewed that the play- “We the People” would have 10 scenes and performance time would be approximately one hour. She will work on publicizing the performances after the cast has been selected and asked if there would be an admission fee.

Lori made the motion to have a free will donation for the performances of “We the People”, recognizing that the production is part of our “America250” celebration. Lavona seconded this motion. Passed 3/0.

Finally, LuShaun asked about the current “mountain View” background of the CCC stage. Would it be appropriate to replace this background, which was created for the production of the Sound of Music, with a background which would be appropriate for this production?

The Tourism Board felt that the background would be a part of decisions related to the production of the play.

Under New Business,

1. Dale reviewed the Revenues and Expenses for the first half of the Fiscal Year, which are basically right on target. The Budget Status projects a year-end balance of approximately $29,688.00, based on historical Revenues and Expenses.

   The balance includes a projected overage in the Contract Services budget of $4,000.00 as we anticipate paying for the storage and maintenance costs for the Christmas decorations.

2. Mayor Nierman informed the Tourism Board that David Meyer has resigned from the Tourism Board, citing that, due to travel and other commitments, he was afraid that he would be unable to attend many upcoming meetings and would not be able to fulfill the duties related to the Tourism Committee. David has many years of service, and the Tourism Committee thanks him for his service.

   Mayor Nierman stated that, as David served as the Chairman of the Tourism Board, they would need to select a new Chairperson. Karen made the motion nominating Lavona as Chairman of the Tourism Board. Lori seconded the nomination. The nomination passed 3/0. Mayor Nierman will finish conducting the remainder of this meeting.

3. Mayor Nierman recognized Hoot Mann to discuss completion of the Christmas Decorations update. There are 15 candles remaining that have not been updated to snowflakes.

   The snowflakes cost $775.00 each, so complete changeout will cost $10,875.00. Hoot will purchase the candles for $25.00 per candle totaling $375.00. The total cost we are considering is $10,500.00. We have budgeted $8,850.00, so the completion of the conversion would cost $1,650.00 over budgeted expenses.

   Lavona made the motion to recommend the purchase of 15 snowflake decorations and trade in the 15 candles resulting in total cost of $10,500.00.

Lori seconded the motion to purchase the decorations. Motion carried by unanimous consent-3/0.

4. Mayor Nierman led discussion concerning the request of Concordia Main Street for the Tourism's participation in the planting of flowers in the flower pots lining Main Street. Concordia Main Street will take delivery of the flowers and will have the dirt and fertilizer delivered for distribution on April 24th for the owners and volunteers to plant.

   The request is for participation not to exceed $2,000.00. This expense is not budgeted for FY 2025-26, however we have participated in the partnership for the last two years, so we want to include this as an annual expense.

   Lori made the motion to recommend the expenditure for the purchase of materials for the Main Street Planters in the amount not to exceed $2,000.00 and that $2,000.00 be budgeted annually for participation in this project.

   Karen seconded the motion to purchase the decorations. Motion carried by unanimous consent-3/0.

5. Mayor Nierman reported that Concordia Main Street was considering an update to signage through creation of a "Wayfinder" program which would direct people to the downtown facilities of interest, such as parks, Community Center, etc.

   The costs or details of each sign are not formally completed but we may be estimating a cost of $5,500.00 per sign. These signs would be placed in a manner as to direct people from the I-70 entrance to the downtown area, as well a from SW 14th Street to the Downtown District.

   The signs would be able to accommodate street signs and multiple route and facility signage. They would be placed in a manner as approved by MoDOT.

   The Concordia Main Street would like to partner with other entities such as the Tourism Committee and Concordia Chamber of Commerce to develop this program.

6. Mayor Nierman stated that Ann Trokey, who served as the Market Manager for the Concordia Farmers Market, has indicated that there is no interest from the vendors in continuing the Market in Concordia.

   Nierman has discussed the potential of the Chamber taking over management of the Market. This will be discussed at an upcoming Chamber meeting.

   Nierman has also talked to other farmers and vendors about selling their products on the sidewalks up and down Main Street. This would not be under a Farmers Market, however, it would benefit local Farmers and licensed vendors, as they can sell items without the overhead costs.

This option would also benefit the businesses, as the outside vendors will generate additional foot-traffic in the downtown, which will lead to additional exposure for these businesses.

Nierman will update as he gathers more details.

Mayor Nierman distributed a draft of a brochure that the Chamber has proposed which welcomes people to Concordia and shares the streets where the Patriotic Murals can be found, mentions places to stay in Concordia and highlights the Chamber brand and contact information.

The price of printing these brochures would be $283.49 per 500 brochures.

The Chamber has a policy of not advertising for non-members, which concerns the Tourism Committee, as especially in the case of advertising places to stay in Concordia, we need to include the motels who fund most of the revenues collected.

Following a brief discussion of items which could be added or changed in this brochure, the Board expressed their support of the idea of this type of brochure, however the content would need to be amended.

Lavona made the motion that the Tourism Board recommends that the Tourism Fund pays for the creation and design of brochures which can be distributed at the local establishments and introduces guests to Concordia.

Karen seconded this motion. Motion carried by unanimous consent 3/0.

Under comments and questions, Lavona asked if we should designate where the free will donations from the America250 play will go. The Board felt that the monies should be used in a patriot manner.

Karen made the motion to recommend that the free will donations collected at the June 12th and 13th performances of "We the People" be paid evenly between the American Legion and the VFW. Lavona seconded this motion. Motion carried by unanimous consent 3/0.

Alderman Hentges stated his excitement of working with the Tourism Board.

Next meeting will be July 21, 2026.

With there being no further business, Lori made the motion to adjourn which was seconded by Karen and passed by unanimous consent 3/0.

Meeting adjourned. Time noted 7:20 P.M.

Respectfully Submitted,
Dale Klussman
Appointed to take Minutes