

Agenda
Concordia Tourism Board
July 24, 2018
Room 203
Concordia Community Center
802 South Gordon St.
6:00 P.M.

1. Call meeting to order
 - a. Minutes of the April 24, 2018 Tourism Board Meeting
2. Budget Status (Fund Report)
3. Discussion of Budgeted Revenues:

Beginning Balance		\$17,280.14
Revenues to Date:		
Transient Guest Tax	\$20,939.60	
Donations	\$ 2,500.00	
Reimbursement from 10	<u>\$15,000.00</u>	
	Total Revenue:	\$55,719.74

Expenses to Date:		
Signage	\$ 1,137.50	
Museum Telephone:	478.83	
Contract Service (Chamber)	5,571.25	
Subscription (Old Trails)	200.00	
Advertisement:		
I-70 Billboard Rental	300.00	
I-70 Billboard Permit	100.00	
Missourian Advertisement	475.00	
Public Relations:		
MARCOA (Whiteman AFB)	\$2,503.25	
Website Design	\$7,868.00	
Central Park Christmas Dec.	\$1,766.25	
3 Banners	\$ 810.00	
I-70 Billboard	\$3,755.00	
Chamber Membership	\$ 60.00	
Run for the Wall	\$ 278.58	
Fireworks	\$3,500.00	
Christmas Lights	<u>\$ 735.53</u>	
	Total Expenses to Date:	\$21,276.61

Upcoming Expenses:		
Museum Phone	\$ 81.17	
Contract Labor	\$ 1,000.00	
Fall Festival	<u>\$ 5,000.00</u>	
	Total Budgeted Expenses	\$ 6,081.17

Budgeted Ending Balance **\$28,361.96**

4. **New Business:**
 - a. **Request by Fall Festival Committee for speakers in 500 Block (stage area)**
 - b. **Update on new City Website**
5. **Business from the Board**
6. **Adjourn**

**Time Posted: Monday, June 23, 2018
2:00 P.M.**

**Minutes of the Concordia Tourism Board
Held on July 24, 2017
6:00 P.M. in Room 203 of the Concordia Community Center
802 South Gordon St.
Concordia, MO 64020**

Member in Attendance:

Beth Treat
Diana Stumbaugh
Lavona Larimore
Larry Schnakeneberg, Alderman Liaison

Members Absent:

David Meyer
Lori McGinnis

Also in Attendance:

Dale Klussman, City Administrator

Administrator Klussman called the meeting to order.

The Board reviewed the minutes of the January 24, 2018 meeting. Following the members' review of the minutes of this meeting, Lavona made the motion to accept both sets of minutes as presented. Diana seconded this motion. The motion carried by unanimous consent 3/0.

The Administrator reviewed payment activities over the past quarter. The Beginning Balance for FY 2017-18 was \$17,280.14. The Tourism fund has received \$38,439.60 in revenues and the expenditures to date total \$21,276.61, with \$6,081.17 in remaining forecasted expenses, giving us a total forecasted expenditure budget of \$27,357.78. The projected ending balance for the Tourism fund is \$28,361.96.

Administrator Klussman announced that the revenues are down, and that his office has received complaints related to "bed bugs" at the Days Inn. These concerns were reported to the County Health Inspector.

The Fair Board Committee has made a request that the Tourism Board consider a donation for the purchase of a new outdoor sound system for the 500 Block of Main. Presently, they are renting the sound system at a cost of \$450.00 per year.

The proposed sound system consists of an amplifier, eight 60-watt speakers and cable, with an estimated cost of between \$3,000.00 and \$3,500.00. The components are all Atlas brand, and are compatible with the system at Concordia City Hall, meaning that the system could be utilized during Christmas and other Times when music is being played downtown, if MIC cable is run from City Hall to the Fair Board shed.

The Fair Board is attempting to gather 50% of the initial cost of the project.

The Tourism Committee discussed their current commitment to the Concordia Fall Festival—monies donated to the prizes for the Concordia Queen Contest and additional monies for attracting bands for the Saturday night parade, and determined that they desired to continue these commitments.

Beth made the motion to recommend a donation to the Concordia Fall Festival Committee, in the amount of \$450.00 for the purchase of the proposed sound system. Diana seconded this motion. With no further discussion, a vote was called on this motion. The motion carried 3/0.

The Administrator reminded the Tourism Board that last year, the Board has recommended that \$15,000.00 be transferred to the General Fund to offset the costs associated with the Entrance Project, so as to bring the ending balance of the General Fund to acceptable level. This loan was refunded by proceeds in the General Fund during FY 2017-18.

This year, the Administrator is requesting similar action to offset costs for hosting Tournaments, repairing grass and electrical in Central Park and offsetting additional maintenance items to the parks and fields of the City, as well as the painting of the Aquatic Center pool. Again, these monies would be loaned to the General Fund, and the Board of Aldermen would consider a resolution of intent to reimburse Fund 18 from future proceeds.

Lavona made the motion to recommend that \$15,000.00 be moved from Fund 18 to the General Fund to offset the expenses related to maintenance and upgrades in Central Park, the additional costs related to hosting Tournaments and the painting of the pool. The funds shall be considered for reimbursement by the Board of Aldermen from future revenues.

Beth seconded this motion. The motion passed 3/0.

There being no further business, Lavona made the motion to adjourn, which was seconded by Beth. Motion carried by unanimous consent 3/0.

Meeting adjourned. Time noted 6:51 p.m.

Respectfully Submitted,

Dale Klussman,

Improvements to Main Street Sound System

Reasons for upgrade –

- Current solution requires rental from VOXBOX yearly at around \$450 per year.
- Sound dispersion is poor resulting in very loud spots on Main Street and low volume at others.

Improvements to Main Street Sound System

Goals –

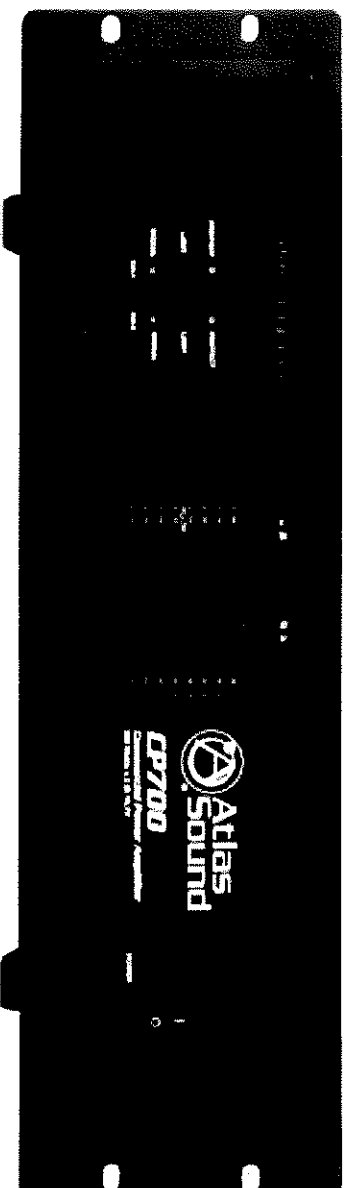
- #1 Improve Sound Quality
- Stay Cost Efficient
- Allow for Multiple Uses Throughout the Year.
 - Christmas?
 - Halloween?
- Upgrade in 2019
- Gather funding for 50% of initial cost.

Proposed Equipment

Amplifier – Dual-Channel, 700-Watt Atlas Sound

<https://www.atlasied.com/cp700>

- ~\$715
- Allows for Future Expansion
- Same Manufacturer as City Hall's System
- Two Channels – 350W Each

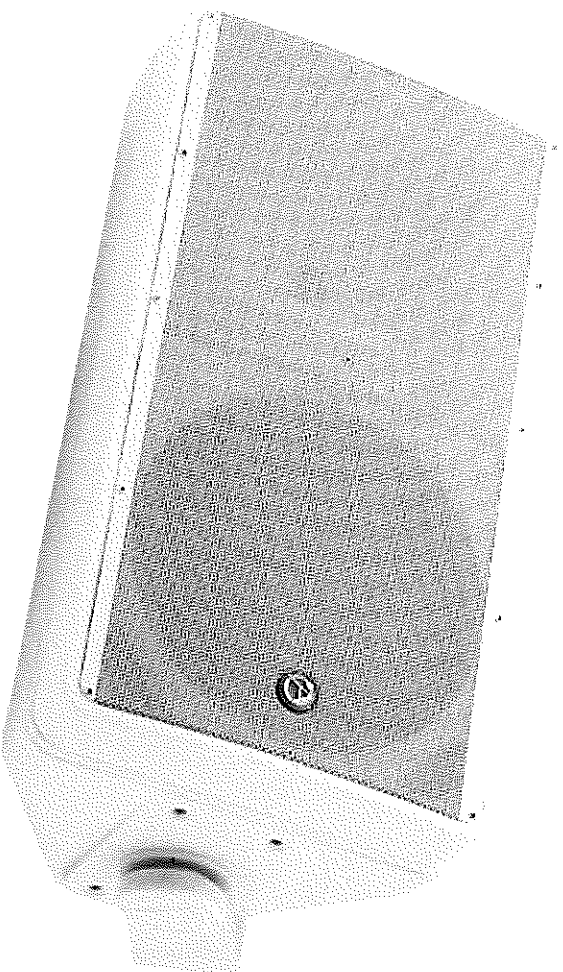


Proposed Equipment

Speakers – 8” 2-Way 60-Watt, Atlas Sound

<https://www.atlasied.com/sm82t-wh>

- ~\$260 ea. Qty of 8 Proposed
- All-Weather
- Same Manufacturer as City Hall’s System



Proposed Layout

Mounted to Pole

Jeremy's H&C

Meyer Motors



Mixer in Fairboard Shed

Amp in Jeremy's H&C Upstairs

Approximate Cost of Proposed System

- Amp \$715
- Speakers $\$260 \times 8 = \2100
- Cable, etc. - \$200
- Other Considerations – Power usage from Jeremy's H&C, Power at FB Shed Meter outside of Fair week.
- Total - \$3000-\$3500

Other Options

- Can be tied into City Hall's System if MIC cable can be ran from Fairboard shed to City Hall
- Could be expanded South of City Hall if needed. (Not needed for Fair)
- Would pay for itself in about 6 years.