



FESTUS TOURISM COMMISSION

MEETING MINUTES

November 25, 2024

The meeting was called to order by Pat Parsons at 3:00 pm at Festus City Hall.

ROLL CALL: Mike Cage, Rick Fischer, Jeff Adams & Pat Parsons

MEMBERS ABSENT: Rhonda Gerstner

APPROVAL OF AGENDA:

Motion was made by Rick Fischer and seconded by Jeff Adams to approve the agenda. Motion carried unanimously.

APPROVAL OF MINUTES:

Motion was made by Rick Fischer and seconded by Jeff Adams to approve the minutes from the November 4, 2024, meeting. Motion carried unanimously.

NEW BUSINESS:

EASTER EGG HUNT

Pat Parsons stated Main & Mill would like to move their approved Easter Egg Hunt in the amount of \$9,000 from 2025 to 2026 when the splash pad/playground equipment is completed.

MOTION: Rick Fischer made the motion to move per their request

SECONDED: Jeff Adams

AYES: 4

NAYES: 0

Motion passed unanimously.

FUNDING REQUEST APPROVALS:

Item Funding No. 1 (Chamber of Commerce - Twin City Days - \$58,000)

DISCUSSION:

Rick Fischer stated this will be their 30th anniversary. Mike Cage was concerned about the \$17,000 cost for the golf tournament and not being located inside city limits. More discussion followed regarding the golf tournament prior to Pat Parsons stated that their expenses totaled \$89,000 and if you take off the \$17,000 for the golf tournament their expenses still total \$72,000 and they are requesting \$58,000.

MOTION: Mike Cage
SECONDED: Rick Fischer
AWARDED: \$58,000
AYES: 4
NAYES: 0

Motion passed unanimously

Item Funding No. 2 (Ray Halbrook – Christmas Parade Sponsorship – \$1,000)

DISCUSSION:

Pat Parsons did not think it was helpful to the cause. Rick Fischer stated they should go to the Chamber to be their main sponsor since it is a Chamber event. Further discussion on whether to do nothing or to sponsor \$250 the same as the prior year but going forward they would no longer sponsor this event since it is a Chamber event. Pat Parsons entertained a motion to approve the \$250 sponsorship this year but going forward they would no longer be sponsoring this event.

MOTION: Jeff Adams
SECONDED: Rick Fischer
AWARDED: \$250.00
AYES: 4
NAYES: 0

Motion passed unanimously.

Item Funding No. 3 (Courtney Wisely – Spotlight Community Theatre – \$5,000)

DISCUSSION:

Rick Fischer stated he loves it, and said they do a professional operation. Jeff Adams stated he has never been. Pat Parsons entertained a motion to approve \$5,000 for the Shrek Jr. Musical.

MOTION: Rick Fischer
SECONDED: Jeff Adams
AWARDED: \$5,000
AYES: 4
NAYES: 0

Motion carried unanimously

Item Funding No. 4 (Lucas Tetrault - Festus Marti Gras Parade – \$15,000)

DISCUSSION:

Rick Fischer stated that since they have Petit and the Contrarian on Main Street, he would feel bad giving to Four Brothers Mead and not them. Jeff Adams questioned if their insurance is covered under their umbrella. Pat Parsons said they are requesting \$15,000 but they do not show how they are spending it. Mike Cage questioned what they are doing for (4) hours and stated that you also have Pasta House that does something at their restaurant for Mardi Gras. Jeff Adams had concerns about shutting down Highway 61-67 and the board agreed that it needs to be within Main Street. Rick Fischer suggested giving half of

their request and informing them that they need to come back with a detail of the event and bring back the cost breakdown.

MOTION: Rick Fischer made the motion to approve \$7,500 for advertising, tents, bands, porta-potties, canopies with location being in the Main Street area but is also contingent on police & council approval.

SECONDED: Jeff Adams

AWARDED: \$7,500

AYES: 3

NAYES: 1

Motion passed by majority vote.

ADDITIONAL NOTES:

Can only be used for advertising, tents, bands, porta potties, canopies and must be used within the Main Street area. This award is contingent upon approval from the police & council approval.

Item Funding No. 5 (Justin Lenhard - Christmas Light Show - \$10,422.49)

DISCUSSION:

Pat Parsons stated this is liquid for the snow globes they approved last year, which should last for two years. Jeff Adams questioned previous requests and where they store the equipment. The board agreed this does bring in a number of people and think it is good for the community. Pat Parsons entertained a motion to approve the request in the amount of \$10,422.49 for liquid to be used in the snow globes.

MOTION: Jeff Adams

SECONDED: Rick Fischer

AWARDED: \$10,422.49

AYES: 4

NAYES: 0

Motion carried unanimously

ADDITIONAL NOTES:

Snow fluid for 2024 Christmas Season

Item Funding No. 6 (Michelle Hohmeier – Festus Art Walk – \$7,500)

Pat Parsons stated that moving the Art Walk from June to May will be a better choice. Rick Fischer stated that in June it has always been too hot and there is too much going on during Twin City Days to move it to their event. Rick Fischer also mentioned there are a lot of organizations trying to get this going. Pat Parsons entertained a motion to approve the Festus Art Walk in the amount of \$7,500.

MOTION: Rick Fischer

SECONDED: Jeff Adams

AWARDED: \$7,500

Ayes: 4

Nayes: 0
Motion carried unanimously.

Item Funding No. 7 (Ray Marler – Ironman 55 World of Outlaws - \$10,000)

DISCUSSION:

The consensus was pretty much no brainer since this event fills the local hotels.

MOTION: Rick Fischer made the motion to approve \$10,000 for the Federated Auto Parts Raceway I-55
SECONDED: Jeff Adams
AWARDED: \$10,000
AYES: 4
NAYS: 0
Motion passed unanimously

Item Funding No. 8 (Denny Foster – Streetfest 2025 – 25,000)

DISCUSSION:

Pat Parsons discussed that in the past the board discussed scaling back to just advertising and not paying for the bands. Jeff Adams said it is hard to get store owners to participate and that he brings people downtown. Rick Fischer suggested he not use Farmington radio but rather 93.3. Pat Parsons kept asking the board if there should be any restrictions. Rick Fischer did not think so. Pat requested to inform Denny that we have funded his request this year and several years now and that funding in the future could be reduced since they should be more self-sufficient at their event.

MOTION: Mike Cage
SECONDED: Rick Fischer
AWARDED: \$25,000
AYES: 3
NAYES: 1
Motion passed by majority vote.

ADDITIONAL NOTES:

Inform Main & Mill that future funding could be reduced to just advertising since this event has now been established for several years now and is more self-sufficient.

Item Funding No. 9 (Vince Borgmann –Mead on Main Additional Funding - \$2,400)

DISCUSSION:

Pat Parsons stated that they do not pay for advertising for merchandise if it is sold. Pat tried to contact Vince Borgmann during the meeting to ask him if the T-Shirts are given away or if they are sold. She was unable to reach him during that time. The board agreed that we should not be paying for merchandise if it is sold. Pat Parsons entertained a motion to not approve his request.

MOTION: Jeff Adams
SECONDED: Rick Fischer
AWARDED: \$0.00
AYES: 4
NAYES: 0

Motion carried unanimously.

Item Funding No. 10 (Vince Borgmann – Sigurblot 2025 - \$20,000)

DISCUSSION:

The board went through the cost detail on expenses on what they would provide grant reimbursements for, which included Advertising, Entertainment, Porta-Potties, Banners for VIP & Main Beer Tent and the build ring for Legion of Honor. Rick Fischer went on Four Brothers Mead website to see what merchandise they were selling and could see everything on their merchandise request except the t-shirts. It was stated that the t-shirts are made specifically for the event, which again the board did not think tourism should be funding merchandise if it is sold at the event.

MOTION: Rick Fischer made a motion to approve \$8,000 for advertising, \$2,000 for Porta Potties, \$2,500 for entertainment, \$3,000 for banners for VIP & Main Beer Tent and \$2,000 for building the ring, which total \$17,500.

SECONDED: Jeff Adams
AWARDED: \$17,500
AYES: 4
NAYES: 0

Motion carried unanimously

ADDITIONAL NOTES:

No merchandise, beer, soda, water, or alcohol will be reimbursed. See above for reimbursable items.

Item Funding No. 11 (Matt Jones – Relaxin In the Park - \$5,500)

DISCUSSION:

No discussion on this event since all agreed it draws people from all over and fills the hotels. Pat Parsons entertained a motion to approve \$5,000 for the Relaxin in the Park Event.

MOTION: Rick Fischer
SECONDED: Mike Cage
AWARDED: \$5,500
AYES: 4
NAYES: 0

Motion Carried Unanimously

Item Funding No. 12 (Andrew Held – Bottleneck Bridge Ride 2025 - \$12,500)

DISCUSSION:

Mike Cage said he would go for it, but he thinks County should pitch in. Pat Parsons stated that the Optimist provided a learn to ride and provided bike helmets, which were fitted on each kid. Overall, the board agreed it is a great event that brings in a lot of people to eating establishments. Pat Parsons entertained a motion to approve the \$12,500 for the Bottleneck Bridge Ride 2025.

MOTION: Rick Fischer
SECONDED: Jeff Adams
AWARDED: \$12,500
AYES: 4
NAYES: 0
Motion carried unanimously.

Item Funding No. 13 (Barb Lowry – Camp Crites 2025 - \$1,050)

Pat Parsons entertained a motion to approve the \$1,050 for Camp Crites 2025.

MOTION: Rick Fischer
SECONDED: Jeff Adams
AWARDED: \$1,050
AYES: 4
NAYES: 0
Motion carried unanimously.

ADDITIONAL NOTES:

Requesting Barb bring back head count data.

Item Funding No. 14 (Barb Lowry – Movies in the Park - \$2,650)

Pat Parsons entertained a motion to approve the \$2,650 for the Movies in the Park.

MOTION: Rick Fischer
SECONDED: Jeff Adams
AWARDED: \$2,650
AYES: 4
NAYES: 0
Motion carried Unanimously.

ADDITIONAL NOTES:

Requesting Barb bring back head count data.

Item Funding No. 15 (Barb Lowry – Winterfest 2025 - \$49,100)

DISCUSSION:

Mike Cage questioned if the canvas drop for the wall at Schneider Park will be put up for the Christmas Parade or the banners the board approve. Vaughn stated she is unsure since Barb is on vacation.

Pat Parsons entertained a motion to approve \$49,100 for the Winterfest 2025.

MOTION: Rick Fischer
SECONDED: Jeff Adams
AWARDED: \$49,100
AYES: 4
NAYES: 0
Motion carried unanimously.

ADDITIONAL NOTES:

Requesting Barb bring back head count data.

Item Funding No. 16 (Barb Lowry – Snow Bomb Festus - \$2,650)

Pat Parsons entertained a motion to approve \$2,650 for the Snow Bomb Festus.

MOTION: Mike Cage
SECONDED: Jeff Adams
AWARDED: \$2,650
AYES: 4
NAYES: 0
Motion carried unanimously.

ADDITIONAL NOTES:

Contingent upon checking with city insurance to make sure the city would be covered for this event.

Item Funding No. 17 (Barb Lowry – Advertising with Chamber/Leader - \$2,040)

DISCUSSION:

The board discussed that they thought the advertising was for pamphlets that would be placed in restaurants or more importantly hotels and not just placed inside the newspaper for circulation. Pat questioned the most important thing would be how many they would be printing. Pat Parsons contacted Leader Publications to find out the quantity, which was 5,000 to be distributed to local restaurant and hotels. Pat Parsons entertained a motion to approve \$2,040 for advertising with Chamber/Leader Publications.

MOTION: Jeff Adams
SECONDED: Rick Fischer
AWARDED: \$2,040

AYES: 4
 NAYES: 0
 Motion carried unanimously.

FUNDING RECAP:

	Requester	Funding Application Request Description	Event Date	Funding Request	Approved Funding
1	Kirk Mooney	Twin City Days 2025	09/04/25	58,000	58,000
2	Ray Halbrook	Christmas Parade Sponsor	12/02/24	1,000	250
3	Courtney Wisely	Shrek Jr. Musical	02/21/25	5,000	5000
4	Lucas Tetrault	Festus Marti Gras Parade	03/01/25	15,000	7,500
5	Justin Lenhard	Christmas Light Show	11/28/24	10,422.49	10,422.49
6	Michelle Hohmeier	Festus Art Walk	05/04/25	7,500	7,500
7	Ray Marler	Ironman 55 World of Outlaws	08/01/25	10,000	10,000
8	Denny Foster	Streetfest 2025	10/11/25	25,000	25,000
9	Vince Borgmann	Sigurblot 2024 – Add'l Funding “Merchandise”	10/5/24	2,400	0.00
10	Vince Borgmann	Sigurblot 2025	04/26/25	20,000	17,500
11	Matt Jones	Relax in the Park	05/17/25	5,500	5,500
12	Andrew Held	Bottleneck Bridge Ride 2025	08/10/25	12,500	12,500
13	Barb Lowry	Camp Crites 2025	11/01/25	1,050	1,050
14	Barb Lowry	Movies in the Park 2025	2025	2,650	2,650
15	Barb Lowry	Winterrfest 2025	12/06/25	49,100	49,100
16	Barb Lowry	Snow Bomb Festus	Weather	2,650	2,650
17	Barb Lowry	Advertising with Chamber/Leader		2,040	2,040
		TOTAL FUNDING REQUESTS		229,812.49	216,662.49

NEXT MEETING:

Pat Parsons entertained a motion to set the date of Monday, June 16, 2025 at 3pm for the funding request meeting and Monday, June 23, 2025 for the approval meeting at 3pm.

MOTION: Jeff Adams
 SECONDED: Rick Fischer
 AYES: 4
 NAYES: 0
 Motion carried unanimously.

ADJOURNMENT:

The motion to adjourn made by Mike Cage and seconded by Rick Fischer, motion carried unanimously. The meeting adjourned at approximately 4:57pm.

