

Economic Development Meeting

2/25/21

2:30 pm

Members Present: Russ Thomas-Chairman (Econ Dev), Clyde Heller, Steve Notheisen, Russ Row, Tom Smith

Members Absent: Jim Hopkins

Non Members Present: Shawn Kennedy, Sarah Deutch

Petitions by Citizens on Non Agenda Items- none

1. Tourism Times- The Spring/Summer ad is due for the Tourism Times. We have done this ad in the past. Discussion of options for the ad, Sarah will update. Motion to place a 1/4th page ad at a cost of \$480 by Steve N, 2nd by Russ R. Motion passed 4-0
2. Billboard Options- With the Chester billboard expiring, the committee looked into alternatives. Sarah presented many options. After discussion, committee tabled the idea for now.
3. Distribution Services- Sarah presented on CTM Media Group to help us distribute our brochures in the Greater St. Louis Area. Illinois South Tourism Bureau no longer distributes, so we need another source. Discussion of options presented. Motion to sign a 12 month agreement starting May 2021 for the St. Louis Local & Attraction Programs package for \$225 per month (less 15%) by Clyde H, 2nd by Steve N. Motion passed 4-0
4. Tourism Strategies. Sarah updated the committee on our progress that was halted for COVID issues. Sarah recommends quarterly meetings to update the committee on progress.
5. Comments. Fund MoCo was discussed. Started by Hope Christian Church. Discussed any way to help, we decided to let the Fund MoCo group do it themselves, so we do not encroach on their process. Mural Contest was discussed. Sarah will take to Beautification committee to implement. Discussion to buy pens with city branding. Sarah had a price of ~\$500 for 1000 pens. Motion by Steve N, 2nd by Russ R to purchase with community relations money. Motion passed 4-0.

Motion to adjourn made by Steve N 2nd by Clyde Heller made at 4:15 pm. Motion passed 4-0.