

**A G E N D A**  
**WORK SESSION**  
**City of Moberly**  
**May 20, 2019**  
**6:00 PM**

**Requests, Ordinances, and Miscellaneous**

1. Proposal from the Tourism Advisory Commission

# City of Moberly City Council Agenda Summary

**Agenda Number:** \_\_\_\_\_  
**Department:** City Manager  
**Date:** May 20, 2019

**Agenda Item:** Proposal from the Tourism Advisory Commission

**Summary:** At the April 9, 2019 Moberly Tourism Commission meeting following proposals were reviewed and recommended approval by the Commission.

A proposal from Randolph County Fair Boar requesting \$2,400 (minimum is \$1,000) for the fair event for advertising. The board made a motion to approve this request for \$710. Points received was 25 out of 35.

A proposal from Randolph County Fair Board requesting \$3,590 (minimum is \$1,000) for the rodeo event for advertising. The board made a motion to approve this request for \$890. Points received was 31 out of 35.

A proposal from Safe Passage requesting \$1,000 for Taste of Missouri event for advertising. The board made a motion to approve this request from \$860. Points received as 30 out of 35.

**Recommended Action:** Direct staff to bring to the June 3<sup>rd</sup> Council meeting for final approval

**Fund Name:** Non-Resident Lodging Tax Fund

**Account Number:** 102.000.5212

**Available Budget \$:** EnterTextHere

ATTACHMENTS:		Roll Call	Aye	Nay
<input type="checkbox"/> Memo	<input type="checkbox"/> Council Minutes	<b>Mayor</b>		
<input type="checkbox"/> Staff Report	<input type="checkbox"/> Proposed Ordinance	M__ S__ <b>Jeffrey</b>	___	___
<input checked="" type="checkbox"/> Correspondence	<input type="checkbox"/> Proposed Resolution	<b>Council Member</b>		
<input type="checkbox"/> Bid Tabulation	<input type="checkbox"/> Attorney's Report	M__ S__ <b>Brubaker</b>	___	___
<input type="checkbox"/> P/C Recommendation	<input type="checkbox"/> Petition	M__ S__ <b>Kimmons</b>	___	___
<input type="checkbox"/> P/C Minutes	<input type="checkbox"/> Contract	M__ S__ <b>Davis</b>	___	___
<input type="checkbox"/> Application	<input type="checkbox"/> Budget Amendment	M__ S__ <b>Kyser</b>	___	___
<input type="checkbox"/> Citizen	<input type="checkbox"/> Legal Notice		Passed	Failed
<input type="checkbox"/> Consultant Report	<input type="checkbox"/> Other _____			

City of

*Moberly!*

Name of Organization: Randolph County Fair

Date: 12/28/18

Contact Person: Theresa Hyatt

Address: 509 West Reed, Moberly, MO 65270

Telephone: 660-651-4850

Date of Event: July 12 – July 20, 2019

Name of Event: Randolph County Fair

**How Event Promotes Tourism in Moberly**

What are the specific, measurable Tourism benefits your event or capital project produces? The Randolph County Fair draws individuals from surrounding counties as well as throughout the state. Area businesses benefit from the purchase of fuel, food and other miscellaneous items while they are at the fair. We have families who camp at the campground during the fair in order to minimize their trips to and from the fair.

How does your event promote tourism, conventions, and other events within the city? The Randolph County Fair promotes tourism by being able to have the fair in a location that is conducive to the needs of our fair. The fair is an outlet having potential to be future leaders of our state. Rothwell Park is a location that promotes our city and what we have to offer for future events within the city.

How does your event attract non-residents? The Randolph County Fair is open to exhibitors throughout the State of Missouri. 4-H Youth age 8 -18 and FFA Youth age 14-21 throughout all 114 counties in Missouri are eligible to exhibit livestock, dogs, cats, rabbits, rodents and cavies as well as exhibit Hams at the Randolph County Fair.

If your application were accepted, how would the tourism funds granted be used? (If marketing, fill out itemized marketing budget)

**Financial Statement** (See Attached)

**Statement of Assurances**

Any funds received under this grant will be used for the purposes described in this application. The figures, facts, and representations in this application are true and correct to be best of my knowledge.

Name (Please Print): Theresa D Hyatt

Signature: [Handwritten Signature]

Date: 3/22/19 Title or Office Held: President  
Rev. Sec.

Event: Randolph County Fair

Date of Event: July 12-July 20, 2019 Date of Application: 12/28/19

Sponsor: Randolph County Agricultural Fair Board, Inc.

	ACTUAL LAST YEAR 2018 OR FIRST ANNUAL BUDGET	ESTIMATED PRESENT YEAR 2019
<b>INCOME (ESTIMATED)</b>		
Rental Booths	\$ 20.00	\$ 100.00
Entry Fees/Gate Receipts	\$ 2,929.00	\$ 3,500.00
Donations/Sponsorships	\$ 9,590.00	\$ 8,200.00
T-Shirts and Souvenirs	\$ 0.00	\$ 0.00
Food and Drinks, Etc	\$ 2,439.00	\$ 2,800.00
Moberly Tourism Grant	\$ 770.00	\$ 1,000.00
Miscellaneous Income	\$ 1,536.00	\$ 2,200.00
Tractor Pull	\$ 1,950.00	\$ 1,950.00
BBQ Meal	\$ 2,316.00	\$ 2,500.00
Livestock Auction	\$61,060.00	\$60,000.00
<b>TOTAL INCOME (ESTIMATED)</b>	<b>\$82,610.00</b>	<b>\$82,250.00</b>
<b>EXPENSES (Itemized)</b>		
Advertising	\$ 1,618.00	\$ 2,978.00
T-Shirts and Souvenirs	\$ 1,662.00	\$ 1,800.00
Concessions/Drinks Etc	\$ 1,650.00	\$ 1,250.00
Labor Costs	\$ 0.00	\$ 0.00
Entertainment	\$ 550.00	\$ 300.00
Supplies – Updated Electrical at Fairgrounds Area	\$ 0000.00	\$ 000.00
Postage	\$ 170.50	\$ 170.50
Rentals – Moberly Parks & Rec	\$ 2,180.00	\$ 2,180.00
Insurance	\$ 3,458.50	\$ 2,500.00
Payouts, Awards, Prizes, Contest winnings	\$ 1,520.00	\$ 1,500.00
Tractor Pull	\$ 944.00	\$ 1,000.00
BBQ Meal	\$ 935.00	\$ 1,000.00
Sound	\$ 3,000.00	\$ 3,000.00
Misc Expenses	\$ 2,194.00	\$ 2,000.00
Livestock Auction	\$61,060.00	\$61,000.00
<b>TOTAL EXPENSE (ESTIMATED)</b>	<b>\$80,942.00</b>	<b>\$80,100.50</b>



## 2019 RANDOLPH COUNTY FAIR ESTIMATED INCOME/EXPENSE

ESTIMATED FAIR INCOME -2019		ESTIMATED FAIR EXPENSES -2019	
Entry Fees	\$ 3,500.00	Property Rental	\$ 2,180.00
Tractor Pull	\$ 1,950.00	Insurance	\$ 2,500.00
BBQ Meal	\$ 2,500.00	Sound	\$ 3,000.00
Booths	\$ 100.00	BBQ Meal	\$ 1,000.00
Sponsors	\$ 8,200.00	Tractor Pull	\$ 1,000.00
Concessions	\$ 2,800.00	Concessions	\$ 1,250.00
Miscellaneous Inc	\$ 2,200.00	Misc Expenses	\$ 2,000.00
Auction	\$ 60,000.00	Auction	\$ 61,000.00
ESTIMATED TOURISM GRANT 2019	\$ 1,000.00	Entertainment	\$ 300.00
		T-Shirts & Souvenirs	\$ 1,800.00
		Postage	\$ 170.50
		Trophies/Awards	\$ 1,500.00
		Advertising	\$ 2,400.00
			\$ 300.00
			\$ 500.00
			\$ 150.00
			\$ 550.00
			\$ 400.00
			\$ 500.00
			874.35
			Blessed Beginnings Brochures
			Alpha Media
			Randolph County Ext - Flyers
			Art Department
			AD FINDER
			Social Media - Facebook
2019 ESTIMATED INCOME	\$ 82,250.00	2019 ESTIMATED EXPENSES	\$ 80,100.50
2019 ESTIMATED PROFIT	\$ 2,149.50		

City of



MOBERLY TOURISM COMMISSION

GRANT APPLICATION

PROJECT SCORE SHEET

Date: 4-9-19

Tourism Board Member Name: \_\_\_\_\_

Name of Event: Randolph County Fair

Name of Organization: Randolph Fair Board - Theresa Hyatt

Evaluation Factors	Possible Points	Score
Quantify expansion of tourism in Moberly	5	4
Positive Community Impact to Moberly	5	5
Quality and Uniqueness of proposed Project	5	3
Positive Economic Impact to Moberly	5	2
Stability of Management and capacity	5	5
Evidence of Community Support	5	4
Overnight Hotel Stays, Retail, Restaurant	5	2
Total	35	25

The following values are assigned to each numeric spread:

- Outstanding - 5 points
- Excellent - 4 points
- Good - 3 points
- Marginal - 2 points
- Poor - 1 point

72

8710

City of

*Moberly!*

Name of Organization: Randolph County Rodeo Date: December 28, 2018

Contact Person: Theresa Hyatt

Address: 1006 Private Road 2366, Moberly, MO 65270 Telephone: 660-651-4850

Date of Event: May 31 and June 1, 2019 Name of Event: Randolph County Rodeo

### **How Event Promotes Tourism in Moberly**

What are the specific, measurable Tourism benefits your event or capital project produces? The Randolph County Rodeo brought approximately 2,200 participants as well as spectators to the Rothwell Park Equestrian Arena in 2018. Some of the spectators and participants stay in hotels and some camp at the Thompson Campgrounds. In addition, the participants as well as the spectators, purchase fuel, food and drinks when coming in to town. We have partnered with the Case N Keg and Dinomart for advance ticket sales which brings business to their retail business. In addition, Chamber of Commerce and Moberly Parks and Rec sell advance tickets.

How does your event promote tourism, conventions, and other events within the city? The Randolph County Rodeo is a tourism attraction because in 2018, 55/116 hotel rooms were sold on June 1 and 107/116 hotel rooms were sold on June 2 in Moberly. Rothwell Park is a location that promotes our city and what we have to offer for future events within the city. In 2018, 55/116 hotel rooms sold on 6/1/18(first night of Rodeo) and 107/116 rooms sold on 6/2/18 in Moberly.

How does your event attract non-residents? Through our marketing efforts, we attract residents from 3+ hours. In addition, we attract contestants from many surrounding states. We have the Rodeo the first weekend of June as opposed to during the Randolph County Fair because it is one of the first Rodeos on the circuit of the season which brings more contestants which makes for a better rodeo which in turn promotes more spectators. Outlaw Rodeo has a good following and we have the event early in June to our advantage because this is one of the first Rodeos on the circuit and does not conflict with other Rodeos. It is also a draw for more contestants since it is early in the season. This is the eighth year that we have hosted the Randolph County Rodeo. It has grown every year and we strive to make each year better by attracting more spectators, contestants and volunteers. An event that can sustain itself while promoting Moberly is an accomplishment.

In 2019, the Randolph County Relay for Life will be held on a different weekend so that could help our attendance

In 2018, the Rodeo brought participants and specators from Arkansas, Iowa, Illinois, Kansas, Oklahoma and numerous Missouri locations. The participants typically bring one or more spectators with them.

If your application were accepted, how would the tourism funds granted be used? (If marketing, fill out itemized marketing budget)



**Statement of Assurances**

Any funds received under this grant will be used for the purposes described in this application. The figures, facts, and representations in this application are true and correct to the best of my knowledge.

Name (Please Print): Theresa D Hyatt

Signature: *Theresa D Hyatt*

Date: 3/22/19 Title or Office Held: President

Revisor

## Detailed Budget

Event: Randolph County Rodeo

Date of Event: May 31 & June 1, 2019

Date of Application: 12/28/18

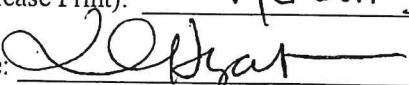
Sponsor: Randolph County Rodeo.

	ACTUAL LAST YEAR 2018 OR FIRST ANNUAL BUDGET	ESTIMATED PRESENT YEAR 2019
<b>INCOME (ESTIMATED)</b>		
Rental Booths	\$ 200.00	\$ 200.00
Entry Fees/Gate Receipts	\$12,070.00	\$15,000.00
Donations/Sponsorships	\$ 4,200.00	\$ 5,500.00
T-Shirts and Souvenirs	\$ 0.00	\$ 0.0000
Food and Drinks, Etc	\$ 6,500.00	\$ 7,500.00
Moberly Tourism Grant	\$ 1,000.00	\$ 1,000.00
Miscellaneous Income	\$ 0.00	\$ 1,000.00
Mutton Busting	\$ 145.00	\$ 200.00
<b>TOTAL INCOME (ESTIMATED)</b>	<b>\$24,115.00</b>	<b>\$30,400.00</b>
<b>EXPENSES (Itemized)</b>		
Advertising	\$ 2,528.90	\$ 3,590.00
T-Shirts and Souvenirs	\$ 0.00	\$ 000.00
Concessions/Drinks Etc	\$ 2,976.00	\$ 3,200.00
Labor Costs	\$ 0.00	\$ 0.00
Entertainment	\$ 1,200.00	\$ 1,200.00
Sand - Arena	\$ 0.0000	\$ 1,000.00
Postage	\$ 0.0000	\$ 0.00
Insurance	\$ 1,124.50	\$ 1,500.00
Payouts, Awards, Prizes, Contest Winnings	\$ 0.00	\$ 0.00
M&M Golf Carts – Courtesy Carts	\$ 500.00	\$ 750.00
Stage Rental	\$ 500.00	\$ 600.00
Outlaw Rodeo	\$11,500.00	\$11,750.00
Mutton Busting	\$ 350.00	\$ 450.00
Porta Potties	\$ 230.00	\$ 345.00
<b>TOTAL EXPENSE (ESTIMATED)</b>	<b>\$26,534.08</b>	<b>\$24,385.00</b>

## Itemized Budget of Marketing Grant Funds – 2019 Randolph County Rodeo

(Grant column should match grant dollars in detailed budget) (Total cost should match Advertising dollars in detailed budget)

Item	Description	Total Cost	Grant
Ad Finder	Newspaper Advertising	\$ 250.00	
AD&B	Signage, Posters	\$1,000.00	
Facebook	Social Media	\$ 750.00	
KWIX/KRES	Radio Advertising (KWIX/KRES Matches Paid Ads)	\$ 500.00	
KWWR	Radio Advertising	\$ 504.00	
KLTI	Radio Advertising	\$ 168.00	
KZZT	Radio Advertising	\$ 168.00	
Meals Copy Service	Posters, Flyers	\$250.00	
	TOTAL	<b>\$3,590.00</b>	

Name (Please Print): Theresa D Hyatt  
 Signature:   
 Date: 3/22/19 Title or Office Held: President

# 2019 RANDOLPH COUNTY RODEO ESTIMATED INCOME AND EXPENSE

2019	ESTIMATED INCOME	2019 ESTIMATED EXPENSES	
	\$ 5,500.00	\$ 11,750.00	
Sponsor			
Mutton Busting	\$ 200.00	\$ 450.00	
Gate Sales/Pre-Sales	\$ 15,000.00	\$ 345.00	
Vendor Booth Space	\$ 200.00	\$ 3,200.00	
Concessions/Beer Garden	\$ 7,500.00	\$ 1,200.00	
Miscellaneous Income	\$ 1,000.00		
*** Tourism Grant	\$ 1,000.00	\$ 1,500.00	
		\$ 1,000.00	
		\$ 750.00	
		\$ 600.00	
		\$ 3,590.00	
		\$ 250.00	Ad Finder
		\$ 1,000.00	AD&B (Art Dept & Benton)
		\$ 750.00	Facebook/Social Media
		\$ 500.00	KWIX/KRES
		\$ 504.00	KWWR
		\$ 168.00	KZZT
		\$ 168.00	KLTI
		\$ 250.00	Meals Copy Service
			Print Advertising
			Signage, Posters
			Facebook/Social Media
			Radio Advertising
			Radio Advertising
			Radio Advertising
			Radio Advertising
			Brochures

2019 ESTIMATED INCOME	\$ 30,400.00
ESTIMATED 2019 PROFIT INCLUDING TOURISM	\$ 6,015.00
2019 ESTIMATED EXPENSES	\$ 24,385.00
ESTIMATED 2019 PROFIT NOT INCLUDING TOURISM	\$ 5,015.00

City of

*Moberly!*

MOBERLY TOURISM COMMISSION

GRANT APPLICATION

PROJECT SCORE SHEET

Date: 4-9-19

Tourism Board Member Name: \_\_\_\_\_

Name of Event: Randolph County Rodeo

Name of Organization: Randolph County Fair Board-Thomas Hill

Evaluation Factors	Possible Points	Score
Quantify expansion of tourism in Moberly	5	5
Positive Community Impact to Moberly	5	5
Quality and Uniqueness of proposed Project	5	4
Positive Economic Impact to Moberly	5	4
Stability of Management and capacity	5	5
Evidence of Community Support	5	5
Overnight Hotel Stays, Retail, Restaurant	5	3
Total	35	31

The following values are assigned to each numeric spread:

- Outstanding - 5 points
- Excellent - 4 points
- Good - 3 points
- Marginal - 2 points
- Poor - 1 point

89

\$8910

City of

*Moberly!*

Name of Organization: Safe Passage Date: 2/14/19

Contact Person: Kelly Pedigo

Address: PO Box 456 Moberly, MO 65270 Telephone: 6602698999

Date of Event: 8/17/19 Name of Event: Taste of Missouri Stroll

**How Event Promotes Tourism in Moberly**

What are the specific, measurable Tourism benefits your event or capital project produces?

1) Approximately 40% of our event guests are residents of other cities/counties/states.

2) Hotel rooms/ camp sites are utilized by event participants and guests the night before or after the event.

*Helps keep afloat. SP*

*Event guests shop at local stores, eat at downtown shops (before, during and after event.) They utilize our gas stations. They come back later to shop.*

How does your event promote tourism, conventions, and other events within the city?

This event is a collaborative effort of wineries/breweries/ distilleries/vendors and supporters all over the state. These entities advertises the event on their social media pages and hand out flyers to guests months before the event date.

*While they are here, they get to see our new shops and eateries downtown. Main street is available to talk to them about future events. They come back.*

How does your event attract non-residents?

We advertise to surrounding areas through posters/signage/radio/social media.

They enjoy sampling wine/beer/spirits, shopping, eating, playing games, and bidding on some really good silent auction items.

*People have responded well to this event.*

If your application were accepted, how would the tourism funds granted be used? (If marketing, fill out itemized marketing budget)

Marketing- Radio advertising/ signage

**Financial Statement (See Attached)**

**Statement of Assurances**

Any funds received under this grant will be used for the purposes described in this application. The figures, facts, and representations in this application are true and correct to the best of my knowledge.

Name (Please Print): Kelly Pedigo

Signature: *Kelly Pedigo*

Date: 2/14/19 Title or Office Held: Co-Director/ Case Management Supervisor



2019 Taste of Missouri Stroll Estimate - *Estimate*

Income

Cash Sponsors	\$ 9,000.00
Vendor Spaces	\$ 1,000.00
Silent Auction	\$ 3,800.00
Wine Pull Game	\$ 1,000.00
Beer/Candle/Tshirt Sale	\$ 250.00
Casino Game/ Raffles	\$ 1,000.00
City Grant (We hope)	\$ 1,000.00
Ring Toss Game	\$ 700.00
Sloth Donation Buckets	\$ 75.00
Misc Cash Donations	\$ 100.00
Stroll Ticket Sales (Online Presale)	\$ 4,881.00
Meal Ticket Sales (Online Presale)	\$ 1,944.00
Stroll Ticket Sales (CasenKeg Presale)	\$ 967.00
Meal Ticket Sales (CasenKeg Presale)	\$ 450.00
Stroll Ticket Sales (Chamber Presale)	\$ 500.00
Meal Ticket Sales (Chamber Presale)	\$ 414.00
Stroll/Meal Tickets (Day of)	\$ 5,235.00
Case n Keg (Glasses)	\$ 1,140.00
(Bags) Sponsor	\$ 1,622.00
(Glasses) Sponsor	\$ 1,500.00
(Photo Booth) Sponsor	\$ 1,000.00

TOTAL INCOME \$ 37,578.00

Expenses

Toilet Rental	free
Tent/Chair Rental	\$ 1,436.00
Catering (Papa Rocks)	\$ 4,500.00
Basket Wine	\$ 100.00
VIP Wine	\$ 175.00
VIP Strawberries	\$ 240.00
Snacks, ice, raffle tickets, etc.	\$ 200.00
Catering Permits/ FFP permit	\$ 270.00
Postage	\$ 50.00
Musicians	\$ 1,500.00
Photo booth	\$ 950.00
Event Insurance	\$ 300.00
Printing, Tickets, Signage, Marketing	\$ 2,000.00
Wine/Beer Glasses	\$ 2,640.00
Staff/Volunteer Shirts	\$ 756.00
Radio advertsing	\$ 900.00
Stroll Programs	\$ 2,070.00
Wine Bags	\$ 1,622.50

Silent auction materials/mascots \$ 200.00  
 TOTAL EXPENSES \$ 19,709.50

PROFIT \$ 17,868.50



2018 Taste of Missouri Stroll Report

*actual*

Income

Cash Sponsors	\$ 10,750.00
Vendor Spaces	\$ 795.00
Silent Auction	\$ 3,902.00
Wine Pull Game	\$ 850.00
Beer/Candle/Tshirt Sale	\$ 256.00
4th St Theatre Casino Game	\$ 230.00
City Grant	\$ 1,000.00
Ring Toss Game	\$ 1,035.00
Sloth Donation Buckets	\$ 77.00
Fire Pit Raffle	\$ 425.00
Misc Cash Donations	\$ 1,890.00
Cooper's Oak \$5 Donations	\$ 255.00
Stroll Ticket Sales (Online Presale)	\$ 4,881.00
Meal Ticket Sales (Online Presale)	\$ 1,944.00
Stroll Ticket Sales (CasenKeg Presale)	\$ 967.00
Meal Ticket Sales (CasenKeg Presale)	\$ 450.00
Stroll Ticket Sales (ChamberPresale)	\$ 500.00
Meal Ticket Sales (Chamber Presale)	\$ 414.00
Stroll/Meal Tickets (Day of)	\$ 5,235.00
Case n Keg (Glasses)	\$ 1,140.00
MainStreetMoberly (Bags)	\$ 1,622.00
The Heartland (Glasses)	\$ 1,500.00
Omnia Imprints (Photo Booth)	\$ 1,000.00
Omnia Imprints (Profit-Bags/Glasses)	\$ 462.00
Silent Auction (Add'l)	\$ 1,300.00
TOTAL INCOME	\$ 42,880.00

Expenses

Toilet Rental	free
Tent/Chair Rental	\$ 1,456.00
Catering (Papa Rocks)	\$ 4,500.00
Table Cloths	\$ 181.32
Basket Wine	\$ 261.16
VIP Wine	\$ 190.00
VIP Strawberries	\$ 240.00
Snacks, ice,raffle tickets, etc.	\$ 200.00
Beer to Sell	free
Catering Permits/ FFP permit	\$ 270.00
Postage	\$ 50.00
Musicians	\$ 1,700.00
Photo booth	\$ 950.00
Event Insurance	\$ 695.00
Printing, Tickets, Signage, Marketing	\$ 2,065.00
Wine/Beer Glasses	\$ 2,640.00
Staff/Volunteer Shirts	\$ 756.00
Radio advertsing	\$ 1,200.00
Stroll Programs	\$ 2,070.00
Wine Bags	\$ 1,622.50
wrist bands	\$ 77.88
Silent auction materials/mascots	\$ 200.00
TOTAL EXPENSES	\$ 21,124.86

PROFIT \$ 21,755.14

### Itemized Budget of Marketing Grant Funds

(Grant column should match grant dollars in detailed budget) (Total cost should match Advertising dollars in detailed budget)

Item	Description	Total Cost	Grant
Radio Advertising	400 Radio ads with Alpha Media	900.00	450.00
Flyers	1000 Event Flyers/posters/yard signs	550.00	550.00
Event post cards	2000 event post cards	300.00	
Event programs	A trip planner for the event. Showcases stores etc.	2000.00	
	Lists sponsors/silent auction items/etc		
Social Media	Face book event boosts	150.00	
	<b>TOTAL</b>	3900.00	1000.00

City of



MOBERLY TOURISM COMMISSION

GRANT APPLICATION

PROJECT SCORE SHEET

Date: 4-9-19

Tourism Board Member Name: \_\_\_\_\_

Name of Event: Taste of Missouri Stroll

Name of Organization: Safe Passage

Evaluation Factors	Possible Points	Score
Quantify expansion of tourism in Moberly	5	4
Positive Community Impact to Moberly	5	5
Quality and Uniqueness of proposed Project	5	4
Positive Economic Impact to Moberly	5	3
Stability of Management and capacity	5	5
Evidence of Community Support	5	5
Overnight Hotel Stays, Retail, Restaurant	5	4
Total	35	30

The following values are assigned to each numeric spread:

86

- Outstanding - 5 points
- Excellent - 4 points
- Good - 3 points
- Marginal - 2 points
- Poor - 1 point

886000

**Minutes of Meeting**  
**Tourism Advisory Committee**  
**April 9, 2019**  
**6:00 PM**

The Tourism Advisory Commission for the City of Moberly met in a session on Tuesday, April 9, 2019 at 6:00 p.m. in the Conference Room of City Hall. The meeting was called to order by Assistant Chairman, Emily Goyea-Furlong.

**Members Present:**     **Amy Doepke**  
                              **Stacie Hammontree**  
                              **Janie Riley**  
                              **Chris Weathers**

**City Staff Attending:** **Emily Goyea-Furlong, Grant Specialist/PR**  
**Shirley Olney, Executive Assistant**

**Members Absent:**    **Regina Cross**  
                              **John Kimmons-City Council**

**Visitors:**            **Theresa Hyatt**  
                              **Kelly Pedigo**  
                              **Megan Schmitt- Moberly Chamber of Commerce**  
                              **Michelle Greenwell- Moberly Tourism Specialist**

Chair Emily opened the meeting at 6:00 PM. One member was absent from the meeting. Emily asked for a motion to approve the amended agenda. Janie Riley made the motion and Stacie Hammontree seconded the motion. Motion carried.

The minutes from the October 9, 2018 meeting was reviewed. Amy Doepke made a correction to the minutes. Brian Crane asked if there were any other corrections, there being none Amy Doepke made a motion to approve the minutes with correction. Janie Riley seconded the motion. Motion carried

The first proposal was from Randolph County Fair Board for advertising their fair event on July 12-20, 2019. Emily Goyea-Furlong asked if there were any questions or discussion. There being none, Stacie made a motion that \$710 of the \$1,000 request be approved. Total points received was 25 of a possible 35 points. Amy seconded the motion. Motion carried

The next proposal was from Randolph County Fair Board for advertising their rodeo event on May 31-June 1, 2019. Emily Goyea-Furlong asked if there was any other questions or discussions. There being none, Chris Weathers made a motion that \$890 of the \$1,000 request be approved. Total pointed received was 31 of a possible 35 points. Janie Riley seconds the motion. Motion carried.

Then next proposal was from Safe Passage requesting for advertising their Taste of Missouri Stroll on August 17, 2019. Emily Goyea-Furlong asked if there was any other questions or

discussions. There being none, Stacie Hammontree made a motion that \$860 of the \$1,000 request be approved. Total pointed received was 30 of a possible 35 points. Amy Doepke seconds the motion. Motion carried.

The last item on the agenda is review the account balance.

Emily asked if there was anything else to be brought before the Commission. There being no other business Janie Riley made a motion to adjourn. Chris Weathers seconded the motion to adjourn. Meeting adjourned.