



THE GREATER SAINT CHARLES CONVENTION & VISITORS COMMISSION

DECEMBER 15, 2016

Location:

Convention & Visitors Bureau

230 South Main Street

4:00 PM

~MEETING AGENDA~

Tourism Commissioners:

Mayor Sally Faith

Council Liaison Mr. Ron Stivison

Alt. Council Liaison Mr. John Hanneke

Chairperson Mr. Scott Tate

Vice Chairperson Ms. Dorothy Boshears

Mr. Dan Badock

Ms. Kim Carpenter

Ms. Chris Comotto

Ms. April Moxley

Ms. Michelle Giessman

Ms. Ann Hazelwood

Mr. Tim Lewin

Ms. Sheri Steffans

Ms. Cyndy Garrett, Staff Liaison

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|------|---|-------------|----|
| I. | Call to Order & Introduction: | | ST |
| II. | Approval of Minutes: October 27, 2016 | | |
| III. | Financial Report: | | EP |
| IV. | Presentations: | | |
| | a. STR Report: | | TL |
| | b. Convention Center Report: | | |
| V. | Convention and Visitors Bureau Update: | | JW |
| VI. | Marketing Update: | | EP |
| | a. Core Advertising: | | |
| | i. Community News (Event Advertising) | \$ 3,492.00 | |
| | ii. Where Magazine (Monthly Mag & Restaurant Guide) | \$ 2,392.50 | |
| | iii. West & Mid Rivers (Events & Wine Country) | \$ 9,580.00 | |
| | iv. St. Louis Magazine (Events, Dining, Wine Country) | \$ 9,365.50 | |
| | v. Show Me Missouri Magazine | \$ 1,100.00 | |
| | vi. STL Post Dispatch (GO!/Feast) | \$ 9,588.00 | |
| | vii. TTN Network (Annual/Augusta Wine Trail) | \$ 1,500.00 | |
| | viii. KEZK (Events) | \$ 400.00 | |
| | ix. KLOU (Events) | \$ 1,920.00 | |
| | x. ESPN (Events) | \$ 450.00 | |
| | xi. KMOV (Events) | \$ 8,350.00 | |
| | xii. KSDK (Events) | \$ 3,350.00 | |
| | xiii. Spectrum Reach (Events) | \$ 2,618.00 | |
| | xiv. Meetings Today (Sales) | \$ 2,700.00 | |
| | xv. Missouri Meetings (Sales/Coop with SCCC) | \$ 5,236.00 | |
| | xvi. Missouri Meetings & Events | \$ 2,618.00 | |

xvii.	Midwest Meetings 2017 Guidebook (Sales)	\$ 1,000.00
xviii.	Sports Planning Guide (Sales/Sports)	\$ 2,500.00
xix.	Group Tour (Sales)	\$ 2,210.00
b. State Grant Advertising:		
i.	AAA Midwest Traveler	\$ 4,284.00
ii.	AAA Living	\$ 2,353.00
iii.	Midwest Living	\$10,950.00
iv.	MO Life	\$ 1,077.78
v.	WICS (Springfield, IL)	\$ 2,300.00
vi.	WTHI (Terre Haute, IN)	\$ 2,610.00
vii.	KSHB (Kansas City, MO)	\$ 4,960.00
viii.	KOMU (Columbia, MO)	\$ 2,570.00
ix.	KY3 (Springfield, MO)	\$ 3,785.00
x.	LIN Digital	\$13,389.90
xi.	TripAdvisor	\$ 6,409.96

VIII. Public Announcements:

IX. Announcements & Miscellaneous:

X. Reports:

a. Mayor's Report:

SF

b. Council Liaison:

JH

XI. Adjournment:

CLOSED SESSION, if requested, relative to:

A. Legal actions, causes of action, or litigation (RSMo 610.021.1)

Leasing, purchase or sale of real estate where public knowledge of the transaction might adversely affect the legal consideration therefore (RSMo 610.021.2) Hiring, firing, disciplining or promoting of particular employees when information relating to the performance or merit of individual employees is discussed or recorded (RSMo 610.021.3) Preparation, including any discussions or work product, on behalf of the Greater Saint Charles Convention and Visitors Commission or its representatives for negotiations with employee group (RSMo 610.021.9)

Sealed proposals and related documents or any documents related to a negotiated contract (RSMo 610.021.12)

The City of Saint Charles, Missouri, fully complies with Title VI of the Civil Rights Act of 1964 and related statues and regulations in all programs and activities. For more information, or to obtain a Title VI Complaint Form, please call the City Clerk's Office at 636-949-3282 or visit City Hall located at 200 North Second Street, Saint Charles, Missouri 63301.

Posted: 12:00 PM Noon, December 14, 2016