

CITY OF LEBANON, MO
TOURISM AND MARKETING ADVISORY COMMITTEE MEETING
TUESDAY, APRIL 29, 2024, AT 1:30 P.M.
WALLACE BUILDING, 325 HARWOOD AVE., LEBANON, MO

“TENTATIVE AGENDA”

1. Call to Order, Roll Call, Declaration of Quorum
2. Approval of Minutes (7/9/2024 Meeting Minutes)
3. Discussion
 - Lodging Tax Rate Discussion
4. Advertising and Marketing
 - Website Stats/Social Media Stats
 - Route 66 Centennial Update
 - Upcoming Events/Other New Business
5. Board Member Comments
6. Adjourn

CITY OF LEBANON
TOURISM & MARKETING ADVISORY COMMITTEE MEETING
July 9, 2024

BE IT REMEMBERED that the Tourism & Marketing Advisory Committee of the City of Lebanon, Missouri, met on July 9th, 2024, at 1:33 p.m., in the Mother Road Meeting Room at the Cowan Civic Center located at 500 East Elm Street.

ROLL CALL AND DECLARATION OF A QUARUM

Upon roll call, the following members were present: Rod Reid, Michael Boggs, Liz Mitchko, Randy Palilla, and Michelle Cochran.

A quorum was declared.

Staff members and others in attendance: Tourism Director Rebecca Rupard, Promotions Event Coordinator Stashia Porter, Downtown Lebanon Director Sarah Angst, and Lebanon REDI Director Brian Thompson.

APPROVAL OF MINUTES:

Liz Mitchko made a motion to approve the February 6th, 2024, meeting minutes. Michael Boggs seconded the motion. The motion passed unanimously.

DISCUSSIONS OF AGENDA ITEMS:

Lodging Tax Collections-

Rebecca Rupard provided the Committee with information on lodging tax collections for FY24. Rebecca noted that FY 25 is currently tracking lower than FY24. The discussion highlighted a significant decrease in lodging in June. Rod Reid commented that the expected surge of summer shoppers did not occur until July 1st. Randy Palilla asked the committee if it would be possible to require Airbnb and VRBO to collect the local lodging tax and remit it to the City of Lebanon. The discussion also covered the possibility of requiring all Airbnb and VRBO hosts to purchase a merchant license.

ADVERTISING AND MARKETING:

Matching Marketing Grant Program FY25

Website Stats/Social Media Stats

Route 66 Centennial Commission Update: Rod Reid detailed the plans for celebrating the 100th anniversary of Route 66 in 2026. Springfield, MO, has been designated as the birthplace of Route 66, while Tulsa has been named the capital of Route 66. The emphasis is on showcasing the stories and history of Route 66, beyond just the road itself. Mr. Reid also announced that the Federal Commission met at the IPW Convention in Los Angeles, where representatives from each state presented. An announcer mentioned that international writers had visited Lebanon, MO, and it was their favorite stop on Route 66. Brian Thompson added that the World Cup will be held in Chicago, which is expected to attract even more Route 66 enthusiasts to the area.

Upcoming Events-

Rebecca Rupard provided information on events booked for the City of Lebanon for the years 2022, 2023, and 2024. Bookings have increased each year. She also provided a brief list of upcoming events that included Fiber U, Gospel Music Spectacular, Case Celebration, Bennett Spring State Park Centennial Celebration, Cackle Hatchery Chicken Festival, and KISS Scrapbooking Event.

BOARD MEMBER COMMENTS

At this time during the meeting the Committee members shared information regarding their respective businesses and/or industry.

Rebecca Rupard announced a new initiative to focus on advertising in the Bennett Springs area. Suggestions included using QR codes, collaborating with the State Park, and promoting the updated Getaway Guide.

Rod Reid mentioned that this will be the 30th Anniversary of the Case Knife Celebration. Mr. Reid also discussed the issues concerning Tunnel Dam.

Liz Mitchko also addressed the 15th Anniversary of Whirl Wind Ranch.

Mike Boggs announced that the eastbound Welcome Center will be reopening and that they will be hiring part-time employees.

Sarah Angst discussed upcoming Downtown events, including the Mix Tapes performance. She also announced that the Cigars and Scotch event scheduled for October has been canceled. Additionally, Downtown has qualified for several Missouri Mainstreet awards, such as the Spirit of Mainstreet Award and the Comprehensive Placemaking Effort Award.

Brian Thompson provided an update on the hospitality train project, noting that it is still in progress with MU taking the lead. They have also received a grant for the project. Mr. Thompson discussed the traffic council's findings, highlighting that Lebanon is projected to achieve a 9% population increase, reaching 16,400 by 2030.

ADJOURNMENT

Michelle Cochran made a motion to adjourn the meeting. Lize Mitchko seconded the motion. The motion passed unanimously. Meeting adjourned at 2:51 p.m.

Chairman Rod Reid

ATTEST:

Tourism Director Rebecca Rupard

Minutes Approved: _____