

KIRKSVILLE CITY COUNCIL

NEWSLETTER . . .

Mari E. Macomber, City Manager *MEM*

Copies to: City Attorney
Media

July 31, 2009

SUBJECTS:

DATES TO REMEMBER
ATSU REQUEST FROM WORK SESSION
GARAGE SALES
CITY MANAGER OUT OF OFFICE
AIRPORT COMMERCIAL
BUSINESS ITEMS
NEW STUDENT WELCOME
SALES TAX HOLIDAY
TOURISM MARKETING PLAN
KIRKSVILLE CONNECTION
AMERENUE RATE INCREASE
SALES TAX HOLIDAY IN KIRKSVILLE

DATES TO REMEMBER

8/3 – Study Session @ 5:00 pm
8/3 – Council Meeting @ 6:00 pm
8/4 – Governmental Affairs @ 7:30 am Adair County Library
8/4 – LPRC @ 12:00 pm
8/4 – ATC @ 12:00 pm
8/4 – KDIC @ 5:30 pm Chamber of Commerce
8/5 – Historic Preservation Meeting @ 4:00 pm
8/6 – Ribbon Cutting Complete Family Medicine @ 12:00
8/11 - KREDI Board Meeting @ 4:00 pm
8/11 – Ribbon Cutting @ 11:30 am for United Country Midwest Realty
8/12 – Planning and Zoning @ 7:00 pm (tentative)
8/14 – Ribbon Cutting @ 11:00 am for Carters Work and Western Wear
8/20 – LMC @ 4:00 pm
8/25 – City Council on Radio @ 9:35 am

ATSU REQUEST FROM WORK SESSION

At your meeting with President Magruder, he asked if the City would be willing to pay half of the cost to repaint the tower and lettering. The painting of the tower would not be for the entire tower and would have to be repainted in the future. The City has worked with Truman State in the past, but according to our records, Truman paid for the work that was done. Since AT Still has partnered with the City in the past, especially when we needed it to complete Jefferson Street, helping them out at this time would be appropriate. The question is how much support should be provided for an unbudgeted item. Dr. Magruder suggested a 50/50 share that included the lettering. The lettering is clearly for the University and will cost \$13,000. The tower is being painted to

accommodate the lettering and will require future painting. The total cost will be \$30,000 roughly. I would suggest the City contribute 1/3 the cost of the project, but it is clearly the Council's decision if you want to contribute funds to this and how much. We would have to take the funds from the water fund for the painting of the tower.

GARAGE SALES

The City does not require residents to obtain a permit before having a garage sale. A question concerning the number of sales and the hours of operation was raised by a citizen due to a residence that has had multiple garage sales. We have addressed this issue in the past

CITY MANAGER OUT OF OFFICE

The City Manager will be out of the office the week of August 3 through August 7 and will return on Monday, August 10. If any member of the City Council has any questions or needs any information, please contact Laura Guy at 627-1252.

AIRPORT COMMERCIAL

We have a new airport commercial. The focus is on the fares for \$50 with testimonials from passengers on the convenience, cost and great service. In addition, we plan to apply again for the Small Community Air Service Development grant program this year. The Kirksville Regional Airport was featured in the July Chamber Newsletter. The article is included in this Newsletter.

BUSINESS ITEMS

Teresa's Bridal Boutique has now completed the work on their parking lot. Mr. Griffin, owner of Ryans Sports Bar came in and told us that he plans to close the bar. He didn't offer any explanation. The City Council approved the liquor license for this establishment contingent upon the owners satisfying the state's no tax due requirements. There will be a new gift shop opening on August 15 in the downtown, Blink of an Eye Gift Shop.

NEW STUDENT WELCOME

The New Student Welcome will take place on Thursday evening September 10 from 5 to 8 pm. The event is for new students of ATSU, Truman and MACC to join the downtown for a welcome event. There will be booths and tables set up on the courthouse lawn offering coupons, product samples and more.

SALES TAX HOLIDAY

The Sales Tax Holiday weekend is approaching. It will be August 7 through August 9. The Sales Tax Holiday exempts local and state sales tax on qualified purchases for back to school items. The City has participated in this program since it began with the County following suite. This year, the Adair County Ambulance District is also participating. See attached press release for more information.

TOURISM MARKETING PLAN

After hearing the presentation from the Kirksville Area Chamber of Commerce Tourism Director, I was asked to provide a copy of the Marketing Plan to the City Council. This document is attached to the Newsletter. The Tourism Advisory Board will be meeting this Wednesday to hear an update on the Marketing Plan, find out the results of a

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survey completed by the Tourism Director on the use of a media buyer, and receive an update on the Tourism website. I met with the Chamber this week to discuss the Tourism program. One of the things we did is review the documents that were presented to the voters. The document outlined the areas of focus for the tourism program and pledged that the funds would be concentrated on 1)Small Market Meetings; 2)Underutilized Hunting Seasons; 3)Sporting Events (attracting tournaments to North Park and events to Truman; 4)Motorcoach and Group Travel Operators; and 5)Other – weekend travelers, new and appropriate tourism developments and expand existing events; and leveraging Division of Tourism Cooperative Marketing dollars. The one thing we discussed in our meeting was a way to measure the results of the marketing effort. We discussed the need for the vendors to provide proof and supporting information on the target audiences reached and the impact to the tourism program when the marketing dollars are spent. We also discussed whether or not a media buyer could do more than just buy advertisements, and maybe actually help identify the appropriate medium to use for the markets we are trying to reach.

KIRKSVILLE CONNECTION

The Kirksville Connection went out this week to all water customers. Articles featured this month covered such topics as signing up for the Emergency Notification System; a list of asphalt and concrete pavement repair projects; Broadway in the Park event; online account review and bill pay service for water customers; and airport news.

AMERENUE RATE INCREASE

AmerenUE has announced another rate increase request. AmerenUE, the Missouri utility company of Ameren Corporation (NYSE: AEE), will be filing today a request for an electric rate increase with the Missouri Public Service Commission (MoPSC). If approved in its entirety, the request would mean an increase of less than 50 cents per day for the average household (based on a residential customer average of 1,100 kilowatt hours used each month). Each household's increase would vary according to the amount of electricity used. Annette Sweet, local representative for AmerenUE has asked for an opportunity to meet with the City Council. She will be attending a Council meeting sometime in September.

Attachments

- Kirk Tran report for June
- Airport Article – Chamber Newsletter
- Sales Tax Holiday Press Release
- Tourism Marketing Plan
- Ribbon Cutting Events

**Kirk-Tran Units
June-09**

Day/Date	6AM-6PM(KTA)	KTH (High Hope)	Fixed Route	TOTAL
	Units	Units	Units	Units
Monday 06/01	23	14	11	48
Tuesday 06/02	19	12	9	40
Wednesday 06/03	16	12	14	42
Thursday 06/04	30	12	25	67
Friday 06/05	24	14	17	55
Monday 06/08	26	12	12	50
Tuesday 06/09	22	12	12	46
Wednesday 06/10	18	12	4	34
Thursday 06/11	50	14	14	78
Friday 06/12	22	16	10	48
Monday 06/15	22	14	3	39
Tuesday 06/16	15	14	11	40
Wednesday 06/17	18	12	7	37
Thursday 06/18	27	8	19	54
Friday 06/19	23	10	4	37
Monday 06/22	23	12	7	42
Tuesday 06/23	14	10	6	30
Wednesday 06/24	21	13	7	41
Thursday 06/25	36	14	23	73
Friday 06/26	24	16	8	48
Monday 06/29	22	12	20	54
Tuesday 06/30	14	12	9	35
	509	277	252	1038

Trip Purposes	
Employment	482
Business	395
Medical	78
Nutrition	62
Shopping	20
Education	1
TOTAL	1038

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Community Pride

A Publication of the Kirkville Area Chamber of Commerce • 304 S. Franklin • P.O. Box 251 • Kirkville, MO 63501
(660) 665-3766 • Fax (660) 665-3767 • e-mail execdirector@cableone.net • www.kirkvillechamber.com

Executive Director: Alisa R. Kigar

July 2009

Business Spotlight

The Chamber has a business card drawing at the Business After Hours event most months. If your card is drawn, you will be invited to submit an article to this newsletter profiling your business. This is an excellent opportunity to get your message out to more than 700 people who receive this publication.



Kirkville Regional Airport serves not only general aviation customers but offers daily commercial service to St. Louis Lambert Airport via Air Choice One. Effective August 1st, roundtrip airfare will be only \$50 each way. Contact Air Choice One at www.airchoiceone.com or phone 660-627-0100 or 866-435-9847.

The 2009 Kirkville Regional Air Festival, September 11th & 12th will feature the United States Army Golden Knights Parachute Team, smoke-trailed aerobatics of Dave Dacy Air Show, wingwalking, radio-controlled airplanes, tandem skydiving, airplane and helicopter rides, static displays of airplanes of all sizes, a car show, STARLAB (a portable planetarium from NASA), a pancake breakfast and lunch food stands, and a Kids Zone with a bounce room, Velcro wall, and inflatable slide. Friday evening, September 11th there will be a Hangar Dinner and Dance at 6:00 p.m. for \$12 per person. Air Show tickets for Saturday, September 12th, are \$10 per carload at www.kvairfest.com, \$5 per carload at Chamber of Commerce and Hy-Vee, \$20 per carload at the gate. Complete schedule at www.kvairfest.com. For sponsorship opportunities please contact Air Show Director, Dr. Randy Smith, at 660-216-7296 or the Airport Director 660-665-5020.

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For Immediate Release

Contact:

July 27, 2009
Director

For More Information

Melanie Smith
Community Services

(660) 627-1224

SALES TAX HOLIDAY IN KIRKSVILLE

(Kirksville, MO) -- Shoppers will be able to save 7.85% on qualifying purchases when they shop locally Friday, August 7th – Sunday, August 9th. With back to school shopping on everyone’s mind it is a great time to make those purchases and save on the sales tax. Items that will qualify for the tax savings include: clothing – any item with a taxable value of \$100 or less; school supplies – not to exceed \$50 per purchase; computer software – taxable value of \$350 or less; and personal computers or computer peripheral devices – not to exceed \$3,500.

For more information, please visit:

<http://www.dor.mo.gov/tax/business/sales/taxholiday/school/>.

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Kirksville Area Chamber of Commerce Tourism Division 2009 Marketing Plan

The mission of the Kirksville Area Chamber of Commerce Tourism Division is to assume a leadership role in promoting tourism in the north Missouri area. In August of 2006 the voters of Kirksville passed a 3.6% per room per night lodging tax. Beginning in January 2007 the hotels and bed and breakfasts began collecting the bed tax. Quarterly, the tax collected is submitted to the city of Kirksville which has contracted with the Kirksville Area Chamber of Commerce to hire a tourism director and be responsible for the expenditure of the funds for the promotion of tourism and the attraction of visitors and conventions to Kirksville.

The tourism director was hired July 15, 2007. The duties of the tourism director are to identify potential tourism opportunities, develop and implement new programs to benefit the travel industry in Kirksville, to build solid business relationships locally and with various state agencies, to develop advertising opportunities to promote Kirksville and to build promotional packages of convention attraction.

Visitors come to Kirksville for many reasons. Truman State University and A. T. Still University are two of the biggest draws to our area, along with community events such as the NEMO District Fair, the Red Barn Arts Fair, the Kirksville Air Festival, the Round Barn Blues, and the SPBGMA Bluegrass Festival. Many visitors come to Kirksville area to participate in the wonderful outdoor experiences available here. Kirksville has long been a hunting and fishing center attracting outdoor enthusiasts from all over the United States.

As we begin the second year of the tourism office the marketing plan includes four goals. The first goal is to expand our marketing area to include Iowa and Illinois. By placing thoughtful, well-placed advertising our goal is to increase the number of visitors from these two neighboring states. The second goal is encourage agricultural tourism in the area. We have a number of agri-tourism businesses that are just beginning. We hope to encourage and educate them and help promote those businesses. The third goal is to continue to promote Kirksville as a conference host. We hope increase the number of conferences to this area. The fourth goal is to continue to promote hunting and fishing. This is probably the tourism niche that draws the most visitors from the furthest away. We want to continue to welcome these sports enthusiasts to the Kirksville area.

Market to Iowa and Illinois

Kirksville is 27 miles from the Iowa line and 62 miles from the Illinois line. With the increased cost of gasoline tourists are traveling to closer destinations. Visitors from neighboring states have the opportunity to see interesting attractions and get away from home for a weekend excursion without spending too much travel time or money.

MISSION

To advertise in regional media making consumers aware of Kirksville as a destination

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and marketing a fun place to visit that is close to home. Kirksville offers cultural opportunities as well as historic sites and outdoor recreation.

GOALS

1. To increase the number of visitors from our neighboring two states.
2. To encourage visitors by advertising annual festivals and events.
3. To encourage groups from Iowa and Illinois to return annually. For example, the Greater Southeast Iowa tractor ride came through Kirksville with 150 participants filling up hotel rooms on a week night and they are planning to return in September of 2009.

STRATEGIES

1. To advertise in triple AAA Travel and Midwest Living, the Des Moines Register and other print media
2. To do bill board advertising in Iowa and Illinois
3. To attend trade shows in Iowa and Illinois

Agricultural Tourism

Kirksville and the surrounding area has many agricultural tourism attractions that are in the beginning stages or in the expansion stages. There is a new pick-your-own blueberry farm, a new pumpkin patch and corn maze, a new winery, a new equine farm in addition to established businesses such as Westerns Smokehouse and Fouch's Christmas Tree Farm and Hollenbeck Honey Farm.

MISSION

The tourism division encourages any interesting attractions that bring visitors into our area. This year our tourism office hosted an agricultural tourism lunch and learn. A speaker from the Missouri Dept. of Agriculture came to Kirksville and spoke to the new on ongoing agritourism business owners.

GOALS

1. To assist in publicizing and advertising these new agri-tourism attractions.
2. To encourage new agri-tourism attractions to develop in the area.
3. To set up group tours to visit the agri-tourism attractions.

STRATEGIES

1. To advertise in Missouri Life and other publications to promote agri-tourism
2. To partner with the Missouri Department of Agriculture to encourage expansion of agri-tourism attractions by having annual round tables or lunch and learn seminars.

Host Conferences, Meetings and Groups

The Kirksville area has 6 hotels, 2 bed and breakfast establishments and cabin, hunting Through excellence in service, the City of Kirksville will provide responsible and ethical local government.

lodges and camping facilities at Thousand Hills State Park, NEMO Fairgrounds, and five conservations areas. We have numerous meeting rooms and catering businesses to assist the conference and group travel planner.

MISSION

To recruit and host meetings, conferences, and travel groups, primarily targeting conferences that blend well with the area's natural amenities. This year the tourism office has hosted the Greater Missouri Leadership Challenge, The Not for profit Grant Writing meeting, the Young Farmers of Missouri, the Missouri Livestock Symposium, the Independent Living Conference, the Regional meeting of LambdaAlpha Epsilon Criminal Justice Fraternity, the Air Stream Campers, the Gateway Getaways and the Holiday Ramblers.

GOALS

1. Increase the number of conferences and group tours that visit Kirksville and encourage more state societies and service groups to have their annual meetings in Kirksville.
2. Follow leads received from the Missouri Division of Tourism and prepare marketing packets identifying the Kirksville area as a viable option for conferences and groups
3. Attend trade shows and Travel Exchanges to meet the conference and meeting planners face to face.

STRATEGIES

1. Continue to solicit service clubs, service groups, state societies to have their annual meetings in Kirksville
2. To advertise in meeting planners magazines
3. Invite groups and conferences to return to our community.

Hunting and Fishing

The Kirksville community has long been a destination of those who enjoy outdoor sports such as hunting and fishing. With five conservation areas in Adair County it is little wonder the area attracts so many hunters and anglers. The wildlife and conservation areas of the Kirksville community greatly enhance the recreation and leisure services available in the area.

MISSION

Expand on the Adair County tradition of attracting hunters and fishermen to the area. Continue to be hospitable to the visiting outdoor enthusiasts when they visit the Kirksville area.

GOALS

1. Increase the length of stay of visitors coming into the area by presenting visitors with a more extensive view of activities available in the area.
2. Increase the number of visits to the area during under-utilized hunting seasons.
3. Expand to market to the entire state of Missouri and bordering states in increase the

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number of out-of state visitors

STRATEGIES

1. Update and do a second printing of our four color hunting and fishing brochure for distribution to other chambers, visitors bureaus, tourism trade shows, and available at the conservation office and the chamber office.
2. Advertise in outdoor magazines.
3. Explore bill board and other outdoor advertising.
4. Keep hunting and fishing page of the www.visitkirksville.com website updated and inviting.

July 22, 2009

**Attention Ambassadors & Board of
Directors:**

A Ribbon Cutting will be held for:

**Complete Family
Medicine, LLC**

312 South Elson Street

Kirksville, MO 63501

Dr. Justin Puckett

- - -

Thursday, August 06, 2009

12:00 Noon

July 30, 2009

Attention Ambassadors & Board of Directors:

A Ribbon Cutting will be held for the:

Carter's Work & Western Wear

26071 US Hwy. 63

(across the Hwy from Millard, MO)

Kirksville, MO

Whitney Carter, owner

11:00 am

Friday, August 14, 2009

July 30, 2009

Attention Ambassadors & Board of Directors:

A Ribbon Cutting will be held for the:

**United Country
Midwest Realty
2020 N. Baltimore
Kirksville, MO**

**11:30 am
Tuesday, August 11, 2009**