

KIRKSVILLE CITY COUNCIL

NEWSLETTER . . .

Mari E. Macomber, City Manager *MEM*

Copies to: City Attorney
Media

November 7, 2008

SUBJECTS:

DATES TO REMEMBER
BUDGET MEETINGS
COUNCIL APPOINTMENTS
COUNCIL MEETING BROADCAST
E-MAIL COMMUNICATION
RADIO PROGRAM
MHDC AND MHTC MEETINGS
EMPLOYEE RECOGNIZED
NEMO RPC ANNUAL MEETING
KDIC ANNUAL MEETING

DATES TO REMEMBER

November 10 – City Council Study Session @ 5:30 p.m.
November 13 – NEMO RPC Annual Meeting in Memphis @ 6:30 p.m.
November 17 and 18 – Budget Meetings at 3:00 p.m.
November 17 – City Council Meeting @ 5:30 p.m.
November 18 – KDIC Annual Meeting @ 5:45 p.m. Kirksville Arts Association
November 21 – State of Education – TGIF Series @ 8:00 a.m. at Co. Annex
November 24 - City Council and School Board Meeting at 4:00 p.m.

BUDGET MEETINGS

The budget schedule has shown proposed budget meetings for Monday, November 17 and Tuesday, November 18. It is planned to begin these meetings on Monday at 3:00 p.m. and then breaking for the Council meeting at 5:30 p.m. and then reconvening again on Tuesday, November 18 at 3:00 p.m. and working until 7:00 p.m. If the Council would prefer to review the budget on Monday evening following the regular meeting and executive session this would be possible. We would bring in dinner for the Council. Let me know your wishes on this.

COUNCIL APPOINTMENTS

One of the appointments to the Lakes, Parks and Recreation Commission is a representative from the Kirksville Baseball Softball Association (KBSA). The KBSA has asked that Hank Janssen be appointed to LPRC, replacing Kim Easley. In addition to this appointment, the Chairman of the Commission, Marsha Jones, has expressed concern over the attendance of a couple of members of the Commission, which has left the Commission without a Quorum. One of these is the position held by Steve Kolb. The Council may want to consider adding the

concessionaire of 1000 Hills Lake as an advisor to the Commission. Mr. Kolb is busy with the operations at the lake and unable to attend several months in a row. By changing his position to advisor, he would still be able to give input, but another individual could be appointed to insure the business at hand can be addressed. Mr. Kolb has served on the Commission since 1985. Larry Logsdon, resident, is interested in serving on the Lakes, Parks and Recreation Commission. The latest LPRC activity report is included in this Newsletter.

COUNCIL MEETING BROADCAST

The City Council meeting from November 3 will be broadcast several times beginning Friday evening November 7 at 7:00 p.m. and ending Monday evening, November 10 at 7:00 p.m. The video production was good. A few comments to note, since this is a new process for the Council it will be important to remember that each of us will need to speak into the microphone. Another thing to be mindful of during the meetings are things such as tapping your pens, rocking in your chairs, hitting the microphones.

E-MAIL COMMUNICATION

E-mail availability has increased communication over the years. When the City purchased the current computers and software a couple of years ago, the City Council was included in the system so that the Council could be kept informed of city business. Our daily workload is greatly affected by e-mail's and has become our source of communication, instead of the phone which can be time consuming. Vickie and I recently started sending e-mail's to the Council using the "Read Receipt" option. This provides us with a response to let us know that you have read (and obviously received) the e-mail.

RADIO PROGRAM

Mayor Rowe and Councilmember Detweiler have done an excellent job on the KIRX radio program. As a reminder to all the Council, this program is held at 9:35 a.m. on the fourth Tuesday of every month. The Council is invited to participate at any time. The next radio program will be on November 25. Be thinking about who should represent the Council and who you would like to recognize. So far you have recognized the employees who helped during the rain emergency and recognized the Kirksville Image Committee and 1000 Hills Rotary Club.

MHDC AND MHTC MEETINGS

The City Manager attended the public hearing in Columbia for the Missouri Housing Development Commission to speak on behalf of the Council for the Travelers Hotel project. There was no one in attendance who spoke in opposition of the project. I expressed the Council's support and the reasons for that support including the DREAM Initiative efforts. Mayor Rowe attended the Missouri Highway and Transportation Commission meeting on Friday in Kansas City, along with Harriet Beard. There were two individuals in attendance who spoke against the agreement on the Alternate Route 63 Project. The first was Steve Salt, who recently began working on a petition, and the second was a property owner Valerie Kline. The Mayor spoke on behalf of the Council and citizens who supported the measure and Harriet spoke on the plans to continue to move the four lane process north to Iowa. The Commission approved the agreement.

EMPLOYEE RECOGNIZED

The Missouri Coalition for Road Safety has awarded one of our own the Statewide Dedication Award for 2008, Fire Captain Joe Schilling. Captain Schilling has served with the Kirksville Fire Department for approximately 16 years and over that time has assisted in organizing numerous safety programs. Currently Joe serves as Coordinator of the area Car Seat Program and strives to assure the Program is readily available to those in need of car seats to assure proper child restraint. Joe is very proud of the program and continually gives 110% as he has seen the results in reduction of child injuries/deaths. Joe received the award shown below: On October 22, 2008

NEMO RPC ANNUAL MEETING

The annual meeting of the NEMO Regional Planning Commission is this Thursday at the Scotland County Elementary School in Memphis, Missouri. The meeting will begin at 6:30 p.m. Charlene Boyes, Executive Director of MREIC will be the guest speaker for the evening. Please let me know if you wish to attend.

KDIC ANNUAL MEETING

On Tuesday, November 18 the KDIC will be hosting their annual meeting at the Kirksville Arts Association building. The doors will open at 5:15 p.m. with the meeting to begin at 5:45 p.m. Light refreshments will be served. The KDIC has asked the individuals respond if they are planning to attend this meeting. We will need to know by November 13.

Attachments

- Study Session Notice – pg 4
- LPRC Activity Report – pg 5
- NEMO RPC Meeting Notice – pg 6
- Tourism Annual Report – pgs 7 - 13
- Airport Passenger Numbers 14

POSTED: November 6, 2008 – 3:15 p.m.

**NOTICE OF
COUNCIL STUDY SESSION
- OPEN MEETING –
-TENTATIVE -**

NOTICE IS HEREBY GIVEN THAT THE KIRKSVILLE CITY COUNCIL WILL HOLD A STUDY SESSION AT 5:30 p.m. ON MONDAY, NOVEMBER 10, 2008, IN THE CITY HALL SECOND FLOOR CONFERENCE ROOM, 201 SOUTH FRANKLIN STREET, KIRKSVILLE, MISSOURI.

TENTATIVE AGENDA:

- MISSION/VALUE STATEMENT REVIEW
- BUDGET REVIEW
- REVIEW NEWSLETTER

FOR FURTHER INFORMATION, CONTACT:
City Hall at 627-1225

Equal Opportunity Statement

The City of Kirksville does not discriminate on the basis of race, color, national origin, sex, religion, age or disability status in the provision of services.

LPRC ACTIVITY REPORT

November 2008

Aquatic Center:

Staff is currently looking into offering regularly scheduled American Red Cross CPR and First Aid courses. There is currently no instructor on staff in the Red Cross office, and they have been referring all of their participants to our facility.

Currently all course records are being put into an online database. This will allow us to track all of our students' progress and current skill level from the time they enter Parent Child Swim Lessons, Group Lessons, and even CPR courses. We will also be able to access students from other locations, allowing us to make sure students are correctly placed.

North Park and Ball Fields:

Suburban Rails won the contract for the skate park design and construction. The concrete has been poured.

Fall programs at North Park have ended. Those programs include Kirksville High School Softball, Truman State University Intramurals, ATSU Intramurals, and the City's Coed Fall League.

Public Works has been pouring concrete to repair the parts of the parking lot that had cracked. They also have started renovations to the restrooms.

Rotary Park:

Construction has started on the Volleyball court.

The Recreation Department has ordered professional stage lights and control boards for the Amphitheatre. The lights will easily attach to the hanging batten that was installed this summer, and can be used for the outdoor theatre productions.

Recreation:

The Annual Children's Halloween Carnival was held at the YMCA on Saturday October 25th. This event was a partnership between the City, the YMCA, and several service groups from Truman State University.

Work has begun on the Santa Letter program.

Bids have been received on the Brashear Park Playground.

Spur Pond:

The lake was stocked with Trout on October 31st.

The installation of fishing docks are still pending with the completion of Public Works' sidewalk and parking lot projects.

October 30, 2008

PUBLIC NOTICE

You are invited to attend the upcoming fall full membership meeting of the

Northeast Missouri Regional Planning Commission and Rural Economic Development Corporation

NEMO RPC/RDC

- ✚ NEMO Regional Transportation Planning Organization- *RTPO*
- ✚ NEMO Region "C" Solid Waste Management District- *SWMD*
- ✚ NEMO Economic Development District – *EDD*
- ✚ NEMO Regional Public Housing Agency- *PHA*

Thursday, November 13, 2008

SCOTLAND COUNTY R-1 ELEMENTARY SCHOOL GYM

Route 3, Lover's Lane

(North edge of the City of Memphis, just west of Highway 15)

Memphis, Missouri

Meeting will begin promptly at 6:30 PM

A Special Presentation following the meetings will be on

"The NEMO RPC & RDC / MREIC Innovator's Café Project"

Charlene Boyes, Keynote Speaker

Executive Director

Missouri Rural Enterprise & Innovative Center

******Light snacks and refreshments will be served following the meeting******

RSVP is NOT required; however, it would be appreciated. To RSVP please contact the NEMO RPC Office at 660-465-7281 and/or e-mail natewalker@nemorpc.org or kathiesmall@nemorpc.org

2008 Tourism Report

2008 Events in Kirksville

Sportsman's Hunting and Fishing Expo	Jan. 19
Truman Visit Day	Jan. 26
ATSU Rotator Cuff Tournament	March 29
Truman Visit Day	March 29
Show Me the Money Grant Workshop	March 31-April 1
Celebration of Artists	April 16
Baseball tournament 13 and under	April 26
Pipeline Association of Missouri	May 1
Round Barn Blues	May 3
SPBGMA Bluegrass Festival	May 15-18
Independent Living Conference	May 15-16
Holiday Rambler RV group	May 27-31
Missouri Enterprise Conference	May 28
Softball Tournament	May 24
Freedom of the Road Riders Rally	June 6-8
NEMO Antique Car Show	June 7
Truman Student Orientation Sessions	June 2, 6, 9, 16, 20, 23, 27
July 4 th Festival	July 3-6
Gateway Getaway RV group	June 18-22
NEMO District Fair	July 14-19
Disability is Natural Conf.	July 25
Neighbors of Jesus Training	July 20-30
State Young Farmers Tour	Aug. 3-5
Greater Southeast Iowa Tractor Ride	Sept. 3-4
NEMO Triathlon	Sept. 7
Kirksville Air Festival	Sept. 12-14
Southeast Central Iowa AARP	Sept. 18
Greater Missouri Leadership Challenge	Sept. 17-19
Red Barn Arts Fair/Truman Family Day	Sept. 20
Air Stream Rally	Sept. 18-21
Round Barn Blues	Sept. 27
Truman Homecoming	Oct. 4
SPBGMA bluegrass Festival	Oct. 9-12
ATSU Founders Day	Oct. 10-11
MO School of Religion Conf.	Oct. 14-18
Missouri Conservation Federation	Oct. 17-18
Scottish Highland Games	Oct. 18
Missouri Assoc. of Family and Comm.	Oct. 27
LAE Criminal Justice District Meeting	Oct. 31-Nov. 2
Non-profit service workshop	Nov. 6
Delta Sig 30 th alum reunion	Nov. 14-15
Missouri Livestock Symposium	Dec. 5-6

2008 Conferences, Tradeshows and Seminars attended

Group tour summit in Columbia
Chariton Valley Tourism meeting in Macon
Tourism Day at the Capitol in Jefferson City
Leadership Missouri in Jefferson City
Bank Travel Exchange in Jefferson City
Leadership Missouri in St. Louis
Tri-state Tourism in Quincy
Leadership Missouri in Kansas City
Division of Tourism training in Marceline
Leadership Missouri in Springfield
Missouri Show Case in Kansas City
Division of Tourism marketing training in Jefferson City
Governor's Conf. on Tourism in Kansas City
Leadership Missouri in Lake of the Ozarks
Nonprofit Conference in Kansas City

Number of tourism packages and Brochures mailed

988 packets to individuals from email and phone requests
1750 brochures sent to seven state welcome centers

Advertising

Missouri Life magazine- April
TriState Tourism brochure -
The Columbia Missourian –May
North America - Directory- Super 8
Missouri Life magazine – June
Kirksville Visitors Guide
Baker Outdoor Advertising - June
Truman State University – student welcome ad
North American – Directory – Knights Inn
Kirksville Air Festival Program ad – September
Kirksville Daily Express - September
Missouri Life magazine – September
Red Barn sponsorship ad – September
Missouri Vacation planner brochure ad
Missouri Vacation planner ebroschure ad
Missouri Life magazine – November

Public Relations

Spoke at Thousand Hills Rotary
Spoke at Heritage house staff meeting
Spoke at State of the City Address
Interviewed for article in the Index
Spoke on Area Scene
Spoke at KREDI annual meeting
Spoke on KLTE
Drafted calendar events for Missouri Life

Interview on KTVO
Spoke at KYLI
Spoke on Area Scene
Interviewed for Daily Express
Interview for KRES radio
Spoke at Business and Professional Women
Spoke at Optimist Club
Spoke at Noon Rotary
Spoke at La Plata Lyons Club
Spoke at Sojourners Club
Interview on KMEM radio
Interview on KLTE radio
Spoke at Partnership Missouri meeting
Spoke on Area Scene
Spoke on KLTE
Welcome speech for young farmers
Interview on KIRX
Radio interview on KBIA

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, 2008. 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 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 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 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.

Month	Scheduled Flights	Actual Flights	Deplaned Passengers	Enplaned Passengers	Number of Passengers per Day	Passenger Per Flight
Nov-06	88	82	145	174	10.68	2.78
Dec-06	100	98	140	208	7.32	2.61
Jan-07	108	96	132	135	8.35	2.49
Feb-07	92	87	112	115	9.36	2.73
Mar-07	106	104	123	136	8.35	2.49
Apr-07	102	96	140	122	8.13	2.44
May-07	108	104	114	145	10.29	2.75
Jun-07	102	100	113	131	9.87	2.77
Jul-07	116	116	156	163	7.23	2.07
Aug-07	108	107	157	139	10.74	3.14
Sep-07	110	108	108	116	12.50	3.68
Oct-07	108	106	161	172	10.74	3.14
Nov-07	104	102	187	188	12.50	3.68
Dec-07	104	84	107	135	7.81	2.88
Jan-08	108	94	104	130	7.55	2.49
Feb-08	100	91	48	64	3.61	1.23
Mar-08	100	92	82	75	5.06	1.71
Apr-08	96	92	77	88	5.32	1.79
May-08	110	105	64	87	4.87	1.44
Jun-08	96	86	61	45	3.42	1.23
Jul-08	8	6	12	12	0.77	4.00
Aug-08	94	85	30	41	2.29	0.84
Sep-08	96	96	70	68	4.45	1.44
Oct-08	100	100	89	76	5.32	1.65

Airline passenger numbers for October. The numbers are pretty good and show a dependability on the part of the airline provider. These numbers have been shared with USDOT.