

POSTED: February 24, 2026, 1:30 pm



Meeting Notice of the Tourism Advisory Board

Open Meeting | Tentative Agenda
Wednesday, March 4, 2026, 8:00 am
Economic Development Alliance
315 South Franklin Street

Call to Order

- I. Order of the Agenda**
- II. Police & Fire Facilities Sales Tax Presentation**
- III. Just Serve Presentation – Andrea Wilson**
- IV. Approval of Minutes – February 4, 2026**
- V. Financial Report – January 2026**
- VI. Reports**
 - A. Tourism Director
 - B. Lodging
- VII. Announcements**
 - A. Next Meeting Date – April 1 (if necessary)
 - B. Dates to Remember – Mother-Son Nature Day – March 7; 17th Annual Community Engagement Conference – March 19; Truman Theatre – Lions in Illyria March 26 – 29; Children’s Literature Festival – March 27; Board & Commission Banquet – March 30
- VIII. Adjourn**

Notice of Nondiscrimination:

All persons within the City of Kirksville are free and equal and shall be entitled to the following equal use and enjoyment within the city at any place of public accommodation without discrimination or segregation on account of age, ancestry, color, disability, gender, gender identity, marital status, national origin, race, religion, sexual orientation or on any other basis that would be in violation of any applicable federal, state, or local law.

Notice of Disability Accommodations:

Any person with a disability desiring reasonable accommodation to attend this meeting may contact the City Clerk at 660.627.1225 to make such arrangement.



Police & Fire Facilities Sales Tax Fact Sheet

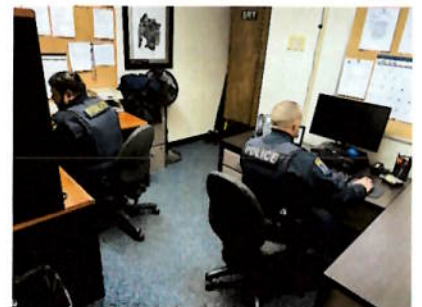


Voters are being asked to consider a sales tax proposal on the April 7 ballot to fund critical infrastructure for the **Kirkville Police Department** and **Kirkville Fire Department**. The proposal would fund a new north fire station, south fire station and police station.

New Police Station

Challenges of current station

- Former bank, not designed for police operations
 - Lack of functional space
 - Cost-prohibitive to renovate or expand the building
 - No secure parking or entry
- **Booking is downstairs**
 - Safety liability
 - For officer and person in custody
 - **No dedicated evidence processing space**
 - Same table used for briefings, meals, evidence processing
 - **Cramped quarters**
 - **Kirkville Regional Computer Crimes Unit is in a closet**
 - Handles child pornography, fraud
 - Computers, tablets, etc. have to be kept for long periods
 - Doubled up in offices
 - Tight space in locker rooms
- **New station would fix these issues**
 - **Allow for efficient and effective law enforcement**



North and South Fire Station

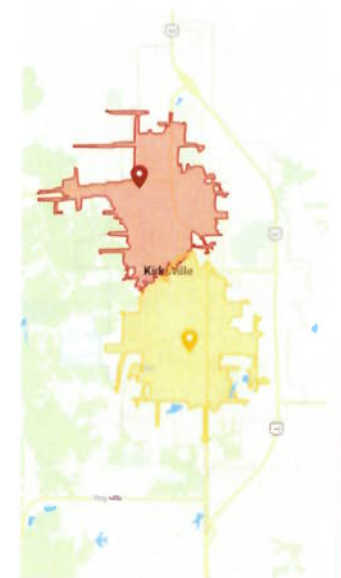
Challenges of current station

- Centrally located
- Tough to get to north and south in industry standard response time (4 minutes)
- Only about half of the city is within 4 minutes of the station (see map with orange area)
- Some areas take 6+ minutes to reach
- New stations would provide greater coverage of the city

City	Population	Square Miles	Fire Stations
Fulton	12,573	12.46	2
Hannibal	16,809	16.47	3
Kirkville	17,841	14.42	1
Moberly	13,337	13.22	2
Ottumwa	25,648	16.73	2
Sedalia	22,310	14.32	2
Warrensburg	19,998	9.47	2



Current coverage



Coverage with north/south stations

The proposal is a sales tax of \$0.00375 (3/8 of one cent) per dollar



Think of this as the amount of each dollar going to new stations

How much will the stations cost?

The total cost is estimated at \$29.4 million, with \$11 million for the police station, with the fire stations at \$9 million each.

How much would this sales tax generate?

It would generate approximately \$1.48 million each year. In addition, the City will commit \$500,000 toward the project annually.

How long will it be in effect for?

A maximum of 25 years. If the debt service can be paid off sooner, the tax would end sooner.

Who will pay this sales tax?

Both residents and nonresidents who shop in Kirksville and depend on public safety.

What will the sales tax rate be?

The City's base sales tax rate would go from 2.75% to 3.125%. The overall base sales tax rate would go from 8.725% to 9.1%.

Breakdown of current sales tax rate:

- State: 4.225%
- City of Kirksville: 2.75%
- Adair County: 1.25%
- Adair County Ambulance District: 0.50%

What would that cost look like?

- Add 1¢ to a \$3 cup of coffee
- Add 37¢ to a \$100 purchase
- Add \$1.125 to a \$300 grocery purchase

How is this different from the previous proposal?

The City listened to feedback from residents and tailored this proposal specifically for **police** and **fire** services.

Will more firefighters be hired?

No additional firefighters or apparatus are needed to operate two stations.

Ballot Language

"Shall the City of Kirksville, Missouri, impose an additional sales tax of three-eighths of one percent for the purpose of financing the construction of a police station, north fire station, and a south fire station, which will include the retirement of obligations until the earlier of September 30, 2051, or when the financing of such improvements has been paid in full?"

Yes

No



The Municipal Election is on April 7, so make sure to vote!



TOURISM ADVISORY BOARD
February 4, 2026 | 8:00AM

The Kirksville Tourism Advisory Board met on Wednesday, February 4, 2026 in the Economic Development Alliance Building, 315 S. Franklin St., Kirksville, Missouri.

Present:

Virginia Halterman – Chair
Ryan Bowen
Zac Burden
Haley Eggers
Whitney Morton

Wally Trosen
Stacy Tucker-Potter
Craig Shorten
Marie Murphree – Ex Officio
Sharon Swehla – Tourism Director

Absent:

Kristy Rowles – Vice-Chair
Laci Cook

Ramey Weichelt

A quorum was achieved and the meeting called to order by Chair Halterman at 8:00AM.

Order of the Agenda:

Chair Halterman invited the members to review the agenda. Burden moved to approve the agenda as presented. Trosen seconded. Vote: In favor: (7) Halterman, Bowen, Burden, Morton, Trosen, Tucker-Potter, Shorten; Opposed: (0); Absent: (4) Rowles, Cook, Weichelt, Eggers. The motion passed.

Approval of Minutes:

The minutes from the January 7, 2026 meeting were reviewed. Burden moved to approve the minutes as presented; Bowen seconded the motion. Vote – In favor: (7) Halterman, Bowen, Burden, Morton, Trosen, Tucker-Potter, Shorten; Opposed: (0); Absent: (4) Rowles, Cook, Weichelt, Eggers. The motion passed.

Financial Report:

Director Swehla presented the financial report for December 2025, bringing attention to revenue from the lodging tax and grant income. Swehla pointed out expenditures related to advertisements – specifically matching grant funds for marketing. Chair Halterman asked if there were any questions or comments. There were none. Chair Halterman invited the assembled members to move to approve the financial report. Trosen moved to approve the financial report. Burden seconded the motion. Vote – In favor: (7) Halterman, Bowen, Burden, Morton, Trosen, Tucker-Potter, Shorten; Opposed: (0); Absent: (4) Rowles, Cook, Weichelt Eggers. The motion passed.

Introduction of New Member

At 8:03 am Haley Eggers, new board member from Truman State University, joined the meeting and Chair Halterman invited to introduce herself.

Annual Report:

Director Swehla reviewed the 2025 Annual Report in lieu of the Director's Report. She provided a summary major budget items and activities of last year. General discussion followed.

Lodging Report:

Director Swehla presented the lodging report from Kristy Rowles, Holiday Inn Express. Visitors reported being in town for a variety of personal, family, and community events. Occupancy was down slightly in January compared to the same month last year. Swehla also gave the members an update on the on-going renovations at the Holiday Inn Express. General discussion followed.

Tourism Partnership Applications:

The first funding partnership request reviewed was from the Forest Lake Area Trail System (FLATS) for their St. Patrick's 5k Run & 1.5k Run/Walk. The funds requested will help cover the chip timing, social media advertising, and post-race refreshments. Discussion ensued. Trosen moved to approve the application request of \$500. Tucker-Potter seconded. Vote – In favor: (8) Halterman, Bowen, Burden, Eggers, Morton, Trosen, Tucker-Potter, Shorten; Opposed: (0); Absent: (3) Rowles, Cook, Weichelt. The motion passed.

The application for the Warehouse 660 TriFAHL Triathlon was reviewed. The request is to cover advertising, printing, and timing for the event. General discussion followed. Tucker-Potter moved to approve the partnership request of \$500. Shorten seconded the motion. Vote – In favor: (8) Halterman, Bowen, Burden, Eggers, Morton, Trosen, Tucker-Potter, Shorten; Opposed: (0); Absent: (3) Rowles, Cook, Weichelt. The application was approved.

The Kirksville Arts Association application for sponsorship of the Summer on the Square events was reviewed. The requested funds will be used to help cover the cost of the bands performing, advertising, and promotional literature. Chair Halterman opened the floor for questions and dialogue. General discussion ensued. Morton moved to approve the request of \$2500. Bowen seconded the motion. Vote – In favor: (8) Halterman, Bowen, Burden, Eggers, Morton, Trosen, Tucker-Potter, Shorten; Opposed: (0); Absent: (3) Rowles, Cook, Weichelt. The motion passed.

The request from the Forest Lake Area Trail System (FLATS) for their 10th Annual FLATS Uncle Sam Run/Walk. The funds requested will help cover the chip timing, social media advertising, t-shirts, and a USA birthday cake. Discussion followed. The motion to approve the requested \$1000 was made by Burden and seconded by Morton. Vote – In favor: (8) Halterman, Bowen, Burden, Eggers, Morton, Trosen, Tucker-Potter, Shorten; Opposed: (0); Absent: (3) Rowles, Cook, Weichelt. The motion passed.

The request from the Kirksville Arts Association for support of the Red Barn Arts & Crafts Festival. The funds requested will help cover the printing, advertising, prizes, ad facilities for the event. Discussion followed. The motion to approve the requested \$2500 was made

by Bowen and seconded by Trosen. Vote – In favor: (8) Halterman, Bowen, Burden, Eggers, Morton, Trosen, Tucker-Potter, Shorten; Opposed: (0); Absent: (3) Rowles, Cook, Weichelt. The motion passed.

Tucker-Potter requested an overview of how Tourism Partnerships are budgeted and tracked. General discussion followed.

Announcements:

Halterman mentioned the next meeting, which will be on March 4 (if necessary), and talked about some of the upcoming events. Shorten mentioned an event at the planetarium. Director Swehla invited Murphree to report on up-coming Chamber of Commerce events. General discussion followed regarding the progress of the construction at the airport.

Adjournment:

Chair Halterman invited the members to move to adjourn. The motion was made by Morton and seconded by Bowen. Halterman adjourned the meeting at 8:39AM.

Respectfully submitted,

Amy Konwinski, Administrative Assistant

Tourism Advisory Board Approval Date



City of Kirksville

Detail vs Budget Report

Account Summary

Date Range: 01/01/2026 - 01/31/2026

Account	Name	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
286 - Tourism Fund							
Revenue							
<u>286-0000-3170</u>	Lodging Tax	-299,600.00	0.00	-59,673.27	-59,673.27	-239,926.73	-80.08%
<u>286-0000-3300</u>	State & Federal Grants	-33,430.00	0.00	-2,585.00	-2,585.00	-30,845.00	-92.27%
<u>286-0000-3910</u>	Contributions	-8,000.00	0.00	-5,000.00	-5,000.00	-3,000.00	-37.50%
<u>286-0000-3950</u>	Transfers In	-3,000.00	0.00	0.00	0.00	-3,000.00	-100.00%
<u>286-0000-3980</u>	Investment Earnings	-20,000.00	0.00	-1,790.12	-1,790.12	-18,209.88	-91.05%
<u>286-0000-3990</u>	Miscellaneous	-200.00	0.00	0.00	0.00	-200.00	-100.00%
	Revenue Totals:	-364,230.00	0.00	-69,048.39	-69,048.39	-295,181.61	-81.04%
Expense							
<u>286-8610-4000</u>	Salaries, Regular	79,280.00	0.00	3,584.35	3,584.35	75,695.65	95.48%
<u>286-8610-4030</u>	FICA & Medicare	6,065.00	0.00	281.97	281.97	5,783.03	95.35%
<u>286-8610-4060</u>	Insurance, Dental	369.00	0.00	61.52	61.52	307.48	83.33%
<u>286-8610-4070</u>	Insurance, Life & Disability	132.00	0.00	10.86	10.86	121.14	91.77%
<u>286-8610-4080</u>	Retirement Contribution	14,508.00	0.00	669.66	669.66	13,838.34	95.38%
<u>286-8610-4110</u>	Insurance, Work Comp	107.00	0.00	48.43	48.43	58.57	54.74%
<u>286-8610-4130</u>	Insurance, Medical	13,048.00	0.00	2,174.68	2,174.68	10,873.32	83.33%
<u>286-8610-4135</u>	Insurance, Vision	53.00	0.00	9.34	9.34	43.66	82.38%
<u>286-8610-4220</u>	Insurance, Liability	2,024.00	0.00	941.33	941.33	1,082.67	53.49%
<u>286-8610-4500</u>	Misc Contractual Services	4,700.00	0.00	0.00	0.00	4,700.00	100.00%
<u>286-8610-4510</u>	Miscellaneous Grants	66,860.00	0.00	7,203.00	7,203.00	59,657.00	89.23%
<u>286-8610-4610</u>	Public Information	31,744.00	0.00	4,940.95	4,940.95	26,803.05	84.44%
<u>286-8610-4690</u>	Commission/Community Support	100,250.00	0.00	17,000.00	17,000.00	83,250.00	83.04%
<u>286-8610-4760</u>	Expense Allowance	4,200.00	0.00	0.00	0.00	4,200.00	100.00%
<u>286-8610-4770</u>	Travel/Training	5,200.00	0.00	0.00	0.00	5,200.00	100.00%
<u>286-8610-4780</u>	Membership Dues	2,400.00	0.00	955.00	955.00	1,445.00	60.21%
<u>286-8610-4790</u>	Professional Publications	175.00	0.00	0.00	0.00	175.00	100.00%
<u>286-8610-4800</u>	Office Supplies	1,500.00	0.00	0.00	0.00	1,500.00	100.00%
<u>286-8610-4890</u>	Printing & Copying	2,000.00	0.00	0.00	0.00	2,000.00	100.00%
<u>286-8610-4900</u>	Postage	750.00	0.00	0.00	0.00	750.00	100.00%
<u>286-8610-4910</u>	Minor Equipment & Supplies	900.00	0.00	0.00	0.00	900.00	100.00%
<u>286-8610-5025</u>	Software Renewal & Maintenance	14,200.00	0.00	0.00	0.00	14,200.00	100.00%
<u>286-8610-5070</u>	Clothing, New	150.00	0.00	0.00	0.00	150.00	100.00%
<u>286-8610-6130</u>	Merchandise for Resale	2,000.00	0.00	0.00	0.00	2,000.00	100.00%
<u>286-8610-6530</u>	Transfers Out	202,500.00	0.00	0.00	0.00	202,500.00	100.00%
	Expense Totals:	555,115.00	0.00	37,881.09	37,881.09	517,233.91	93.18%
	286 - Tourism Fund Totals:	190,885.00	0.00	-31,167.30	-31,167.30	222,052.30	

Fund Summary

Fund	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
286 - Tourism Fund	190,885.00	0.00	-31,167.30	-31,167.30	222,052.30	
Report Total:	190,885.00	0.00	-31,167.30	-31,167.30	222,052.30	

Tourism Director Report
Drafted for the Wednesday, March 4, 2026 Tourism Advisory Board Meeting

- A. Continue to work on 2026 SOMO Summer Games and the Team Missouri Kirksville event for the 2026 USA Games in Minneapolis. Secured \$45,000 in sponsorships to date for the 2026 Summer Games.
- B. Continue with the 2026 Red, White and Blue Festival planning. Save the Date flyer completed.
- C. Continue working on 2026 advertising based on the FY26 Marketing Matching Grant.
- D. Continue to keep social media and website updated with current and upcoming events and do weekly "What's Happening" calendar for the community and hotels.
- E. Attended the Chamber of Commerce Ambassador meeting on January 20.
- F. Attended the State of the City on February 2.
- G. Completed the submission for ServMO Show Me Service Awards Community of the Year.
- H. Attended the NEMO Ag Show.
- I. Attended a meeting with the County Commissioners about future communication/collaboration.
- J. Chaired the Cultural/Events Partner meeting on February 10.
- K. Bott Radio on February 11.
- L. Attended the quarterly Economic Development meeting on February 13.
- M. Attended the MO Tourism CY26 DMO zoom call on February 18.
- N. Attended the Just Serve kick-off event on February 19.
- O. Meeting with Linda Treasure and Mari Macomber on February 23 to discuss Kirksville submitting an application for the Missouri Arts Council 2027 Creative Community Award.
- P. Attending a stakeholder meeting on February 24 with MoDOT regarding U.S. Route 63 Corridor improvements in Adair and Schuyler counties.
- Q. Hometown Holiday kick-off meeting on February 25.
- R. Attending Main Street Kirksville monthly meeting on March 2.
- S. Serving as a member of the website committee responsible for reviewing RFPs and assisting in the selection of a web development company for the City and Tourism websites.
- T. Working with the Hwy 36 Alliance board on finalizing the 2026/27 Travel Guide.
- U. Accepted into the 2026 Leadership Northeast cohort.