

POSTED: June 25, 2025, 8:30 am



Meeting Notice of the Tourism Advisory Board

Open Meeting | Tentative Agenda
Wednesday, July 2, 2025 8:00 am
Economic Development Alliance
315 South Franklin Street

Call to Order

- I. Order of the Agenda**
- II. Approval of Minutes – June 4, 2025**
- III. Financial Report – May 2025**
- IV. Tourism Partnership Applications**
- V. Announcements**
 - A. Next Meeting Date – August 6 (If necessary)
 - B. Dates to Remember – July calendar attached. Tourism supported events this month are: July 4 KAA Summer on the Square Aaron Russell Band; July 5 FLATS Uncle Sam Run/Walk; July 14 – 20 NEMO Fair
- VI. 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.

TOURISM ADVISORY BOARD
June 4, 2025 | 8:00AM

The Kirksville Tourism Advisory Board met on Wednesday, June 4, 2025 in the Economic Development Alliance Building, 315 S. Franklin St., Kirksville, Missouri.

Present:

Ryan Bowen
Zac Burden
Virginia Halterman – Vice Chair
Whitney Morton
Kristy Rowles

Craig Shorten
Paige Shultheiss
Ramey Weichelt
Marie Murphree – Ex Officio
Sharon Swehla – Tourism Director

Absent:

Laci Cook
Wally Trosen - Chair

Stacy Tucker-Potter

Vice Chair Halterman called the meeting to order at 8:00AM. A quorum was present.

Order of the Agenda:

No changes made. Burden moved to approve the agenda as presented; seconded by Rowles. In favor: (8) Bowen, Burden, Halterman, Morton, Rowles, Shorten, Shultheiss-Woods, Weichelt; Opposed: (0); Absent: (3) Cook, Trosen, Tucker-Potter. Agenda approved as presented.

Introduction of New Board Members:

The following members were introduced to the board members by Swehla:

- Laci Cook will fill an elected three-year term position.
- Stacy Tucker-Potter has consented to serve a partial term as a replacement for Robin Kolb, who has withdrawn.
- Ryan Bowen is the new board member representing the Chamber of Commerce.

New Business – Election of Chair and Vice Chair:

Vice Chair Halterman invited members to put forth nominees to chair the board. Burden nominated Halterman, and Halterman accepted the nomination. The membership voted as follows: In favor: (8) Bowen, Burden, Halterman, Morton, Rowles, Shorten, Shultheiss-Woods, Weichelt; Opposed: (0); Absent: (3) Cook, Trosen, Tucker-Potter. Virginia Halterman was elected.

Virginia Halterman now presiding as Chairperson.

Chair Halterman requested that members make nominations for vice chair. Weichelt recommended that the board consider Rowles for the position and Rowles indicated her willingness to serve. Chair Halterman called for a vote: In favor: (8) Bowen, Burden, Halterman, Morton, Rowles, Shorten, Shultheiss-Woods, Weichelt; Opposed: (0); Absent: (3) Cook, Trosen, Tucker-Potter. Kristy Rowles was elected vice chair.

Minutes:

The minutes from the April 2, 2025, meeting were reviewed. Weichelt moved to approve the minutes as presented; Burden seconded the motion. Vote: In favor: (8) Bowen, Burden, Halterman, Morton, Rowles, Shorten, Shultheiss-Woods, Weichelt; Opposed: (0); Absent: (3) Cook, Trosen, Tucker-Potter. The motion passed.

Financial Report:

Director Swehla presented the financial report for April and May, pointing out the revenue from the Lodging Tax. Swehla also mentioned recent expenditures. General discussion followed. Shultheiss moved to approve the financial report as presented. Burden seconded the motion. Vote: In favor: (8) Bowen, Burden, Halterman, Morton, Rowles, Shorten, Shultheiss-Woods, Weichelt; Opposed: (0); Absent: (3) Cook, Trosen, Tucker-Potter. The motion passed.

Director's Report:

Director Swehla reported on recent Tourism events and priorities. She reported on the resounding success of the Special Olympics Missouri Summer Games and the positive reports received on the event itself and the positive impression made by Kirksville as a whole. The assembled members expressed special thanks to Swehla for her hard work for the event. Swehla passed out the flyers for the 2025 Red, White, and Blue Festival and discussed the highlights of the upcoming event.

Lodging:

Rowles presented the lodging report. She mentioned that occupancy was high for the last two months due to graduations at both universities and the High School, the Special Olympics Summer Games, and the Rotary District Conference. General discussion led to the mention of the new Super 8. Halterman suggested that the manager be invited to attend a board meeting. Swehla will reach out.

Tourism Partnership Applications:

The Greater Missouri Leadership Foundation's partnership application was reviewed. Swehla answered questions and led general discussion. Shultheiss moved to approve the application. Shorten seconded the motion. Chair Halterman called for a vote: In favor: (8) Bowen, Burden, Halterman, Morton, Rowles, Shorten, Shultheiss-Woods, Weichelt; Opposed: (0); Absent: (3) Cook, Trosen, Tucker-Potter. The motion passed.

Partnership Summary Reports:

Swehla shared the Warehouse 660 TriFAHL Triathlon summary report as well as letters from the Special Olympics Missouri and the ATSU Wellness Run.

General discussion followed regarding the Tourism partnership with the Arts Association for Summer on the Square. A common desire was expressed toward increasing sponsorship visibility at the concerts. Burden expressed his willingness to act as a spokesperson for Tourism on July 4. Swehla will contact the Arts Association.

Announcements:

Swehla mentioned the next meeting, which will be on July 2 (if necessary), and talked about some of the up-coming community events.

Halterman informed the board that ATSU is hosting the Kirksville Wellness Expo. The Expo will be held on September 6.

General discussion followed.

Adjournment:

Chair Halterman invited the members to move to adjourn. The motion was made by Burden and seconded by Weichelt. Vote: In favor: (8) Bowen, Burden, Halterman, Morton, Rowles, Shorten, Shultheiss-Woods, Weichelt; Opposed: (0); Absent: (3) Cook, Trosen, Tucker-Potter. The motion passed.

Halterman adjourned the meeting at 8:33 AM.

Respectfully submitted,

Amy Konwinski, Administrative Assistant

Tourism Advisory Board Approval Date



City of Kirksville

Detail vs Budget Report

Account Summary

Date Range: 05/01/2025 - 05/31/2025

Account	Name	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
286 - Tourism Fund							
Revenue							
<u>286-0000-3170</u>	Lodging Tax	-287,973.00	-33,865.67	-34,923.33	-68,789.00	-219,184.00	-76.11%
<u>286-0000-3300</u>	State & Federal Grants	-26,814.00	0.00	0.00	0.00	-26,814.00	-100.00%
<u>286-0000-3910</u>	Contributions	-2,500.00	0.00	0.00	0.00	-2,500.00	-100.00%
<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	-15,000.00	-6,622.45	-1,726.04	-8,348.49	-6,651.51	-44.34%
<u>286-0000-3990</u>	Miscellaneous	-200.00	0.00	0.00	0.00	-200.00	-100.00%
Revenue Totals:		-335,487.00	-40,488.12	-36,649.37	-77,137.49	-258,349.51	-77.01%
Expense							
<u>286-8610-4000</u>	Salaries, Regular	75,786.00	20,083.55	8,443.19	28,526.74	47,259.26	62.36%
<u>286-8610-4030</u>	FICA & Medicare	5,798.00	1,631.89	674.57	2,306.46	3,491.54	60.22%
<u>286-8610-4060</u>	Insurance, Dental	369.00	153.80	30.76	184.56	184.44	49.98%
<u>286-8610-4070</u>	Insurance, Life & Disability	122.00	40.60	10.15	50.75	71.25	58.40%
<u>286-8610-4080</u>	Retirement Contribution	13,490.00	3,779.57	1,565.19	5,344.76	8,145.24	60.38%
<u>286-8610-4110</u>	Insurance, Work Comp	203.00	65.46	0.00	65.46	137.54	67.75%
<u>286-8610-4130</u>	Insurance, Medical	10,879.00	5,869.48	1,087.34	6,956.82	3,922.18	36.05%
<u>286-8610-4135</u>	Insurance, Vision	53.00	22.25	4.45	26.70	26.30	49.62%
<u>286-8610-4220</u>	Insurance, Liability	2,076.00	965.46	0.00	965.46	1,110.54	53.49%
<u>286-8610-4500</u>	Misc Contractual Services	4,200.00	0.00	0.00	0.00	4,200.00	100.00%
<u>286-8610-4510</u>	Miscellaneous Grants	53,628.00	30,516.97	11,631.03	42,148.00	11,480.00	21.41%
<u>286-8610-4610</u>	Public Information	33,364.00	9,644.54	24.16	9,668.70	23,695.30	71.02%
<u>286-8610-4690</u>	Commission/Community Support	70,750.00	26,500.00	0.00	26,500.00	44,250.00	62.54%
<u>286-8610-4760</u>	Expense Allowance	4,200.00	1,050.00	350.00	1,400.00	2,800.00	66.67%
<u>286-8610-4770</u>	Travel/Training	5,500.00	264.63	0.00	264.63	5,235.37	95.19%
<u>286-8610-4780</u>	Membership Dues	2,000.00	1,450.00	0.00	1,450.00	550.00	27.50%
<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	2.41	0.00	2.41	1,497.59	99.84%
<u>286-8610-4890</u>	Printing & Copying	1,700.00	97.50	298.50	396.00	1,304.00	76.71%
<u>286-8610-4900</u>	Postage	750.00	31.66	0.00	31.66	718.34	95.78%
<u>286-8610-4910</u>	Minor Equipment & Supplies	800.00	0.00	0.00	0.00	800.00	100.00%
<u>286-8610-4910</u>	Software Renewal & Maintenance	420.00	0.00	0.00	0.00	420.00	100.00%
<u>286-8610-5025</u>	Clothing, New	150.00	0.00	0.00	0.00	150.00	100.00%
<u>286-8610-5070</u>	Merchandise for Resale	2,000.00	0.00	0.00	0.00	2,000.00	100.00%
<u>286-8610-6130</u>	Transfers Out	19,500.00	0.00	0.00	0.00	19,500.00	100.00%
<u>286-8610-6530</u>	Infrastructure	50,000.00	0.00	6,711.88	6,711.88	43,288.12	86.58%
<u>286-8610-7160</u>							
Expense Totals:		359,413.00	102,169.77	30,831.22	133,000.99	226,412.01	62.99%

Detail vs Budget Report

Account

Name

Date Range: 05/01/2025 - 05/31/2025

	Fiscal Budget	Beginning Balance	Total Activity	Ending Balance	Budget Remaining	% Remaining
286 - Tourism Fund Totals:	23,926.00	61,681.65	-5,818.15	55,863.50	-31,937.50	
Report Total:	23,926.00	61,681.65	-5,818.15	55,863.50	-31,937.50	



Sharon K. Swehla, Tourism Director
Direct Phone: 660.785.3941 / Fax: 660.785.2530
Email: sswehla@kirksvillecity.com

APPLICATION FOR TOURISM PARTNERSHIP

Application Date: 0 6 1 9 2 5
M M D D Y Y

Event Name: Whiskey & Turkey Festival

(If the request is submitted less than 60 days in advance, it may impact funding.)

CONTACT INFORMATION

Organization: Main Street Kirksville

Contact Person: Laci Cook

Address: P.O. Box 13

E-Mail: kvdowntown@gmail.com

Phone: (660)730-5050

EVENT INFORMATION

Event Start Date: 0 9 0 6 25
M M D D Y Y

Event Duration: 1 day

Event Start Time: 5 : 00
H H M M

Event End Time: 1 1 : 0 0
H H M M

Event Location: Downtown Kirksville

Prior Year's Number of Attendees: 850-1,000

Number of Expected Attendees: 1,000+

Number of Expected Occupied Hotel Rooms: 2 known

Total Event Budget: \$8,800

*Total Funds Requested: \$2,500

*Typically the Tourism Advisory Board funds no more than 50% of the event cost and funds no more than \$2,500.00.

BUDGET FOR REQUESTED TOURISM FUNDS

EXPENSE	AMOUNT	NOTES	TOTAL
Banners & Signage	\$400	wayfinding, welcome table, business promotion	\$400
Social Media Ads + Boost	\$300		\$300
Posters & Flyers	\$100		\$100
Paper, TV, Radio, possible	\$1,700		\$1,700

(Documentation may be requested)

What is your goal for this event? How will you know it is a success?

This is the annual fundraiser for Main Street Kirksville. Our goal is to raise money for future projects downtown and to promote local commerce and community celebration. We will know if this is a success based on attendee engagement and funds raised.

How and where are you promoting the event?

Facebook event page with details of map, vendors, and schedule. List on Eventbrite. Submit to the local calendars of events. Email and social media. Local media to include: newspaper, radio, and TV. Printed materials to promote and include QR code. Hashtags.

How will the event attract attendees from outside of Kirksville's City Limits?

The social media reach will be extended to include a 100-mile radius. The local media channels will also serve as marketing to the extended region. The event includes, live music, open-play cornhole, distilleries, and food trucks that attract attendees from outside.

If the event is unable to be held as planned, what is your contingency plan (ie. cancel, reschedule, change location)? How does it impact the usage of requested funds?

The event will be moved inside to participating venues and businesses. This will not change the usage of requested funds, because rain or shine the event will go on.

Do you have other sources of funding/sponsors?



Y



N

Do you have income from event registration or entrance fees?



Y



N

If yes, how much per person?

\$5/wristband for 21+

Laci A. Cook

Signature :

06/19/25

Date :



Sharon K. Swehla, Tourism Director
Direct Phone: 660.785.3941 / Fax: 660.785.2530
Email: sswehla@kirksvillecity.com

APPLICATION FOR TOURISM PARTNERSHIP

Application Date: 0 6 1 3 2 5
M M D D Y Y

Event Name: The Ville Celebrity Golf Classic

(If the request is submitted less than 60 days in advance, it may impact funding.)

CONTACT INFORMATION

Organization: Hannibal Regional Foundation/Complete Family Medicine

Contact Person: Carolyn Chrisman

Address: 304 S. Franklin St. Suite 100

E-Mail: carolyn.chrisman@hannibalregional.org

Phone: 6609880479

EVENT INFORMATION

Event Start Date: 0 9 1 0 2 5 Event Duration: One day
M M D D Y Y

Event Start Time: 0 7 : 3 0 Event End Time: 0 3 : 0 0
H H M M H H M M

Event Location: Kirksville Country Club

Prior Year's Number of Attendees: 175

Number of Expected Attendees: 205

Number of Expected Occupied Hotel Rooms: 25-30

Total Event Budget: \$30,000

*Total Funds Requested: \$2,500

*Typically the Tourism Advisory Board funds no more than 50% of the event cost and funds no more than \$2,500.00.

BUDGET FOR REQUESTED TOURISM FUNDS

EXPENSE	AMOUNT	NOTES	TOTAL
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Hole Sponsorship	\$500	Tourism Logo on	\$500
Golf Program	\$1,000	Tourism Logo on	\$1000
Tournament Banner	\$250	Tourism Logo on	\$250
Advertising	\$750	Attract celebs to KV	\$750

(Documentation may be requested)

What is your goal for this event? How will you know it is a success?

Our goal is to raise as much money as last year's event--\$65,000. All money raised this year goes to the Legacy of Hope campaign, which is building a new cancer center in Kirksville. Registrations are higher than last year, which means more people will be coming

How and where are you promoting the event?

We promote the event on social media platforms, local papers, brochures, programs, digital ads, and through other advertisement aimed at the MO Sports Hall of Fame celebrities.

How will the event attract attendees from outside of Kirksville's City Limits?

25-30 Celebrities will be in Kirksville from around the state and Midwest to play with teams. Also, there will be 5-10 teams coming from Hannibal and St. Louis.

If the event is unable to be held as planned, what is your contingency plan (ie. cancel, reschedule, change location)? How does it impact the usage of requested funds?

The rain date is the folloiwng week. The event will not be canceled.

Do you have other sources of funding/sponsors?



Y



N

Do you have income from event registration or entrance fees?



Y



N

If yes, how much per person?

\$1,000 per team that goes to Legac of Hope

Carolyn Christian

Signature :

5/30/24

Date :

SUN	MON	TUE	WED	THU	FRI	SAT
6	7	8	9	10	11	12
Petroglyph Tour 10:00 AM - 11:00 AM	Jerry Brown: Pastel Artist Exhibit	Jerry Brown: Pastel Artist Exhibit	Jerry Brown: Pastel Artist Exhibit	Jerry Brown: Pastel Artist Exhibit	Downtown Kirksville Annual Sidewalk Sales	Jerry Brown: Pastel Artist Exhibit Downtown Kirksville Annual Sidewalk Sales
Community Yoga Class 10:00 AM - 11:00 AM	Jerry Brown: Pastel Artist Exhibit	Jerry Brown: Pastel Artist Exhibit	Jerry Brown: Pastel Artist Exhibit	Jerry Brown: Pastel Artist Exhibit	United Way Golf Tournament 09:00 AM - 03:00 PM	Kiwanis Farmers Market 07:00 AM - 12:00 PM
					Diary of a Wimpy Kid The Musical 07:00 PM - 08:00 PM	Art in the Park 10:00 AM - 12:00 PM
					KAA Summer on the Square - Kirksville Community Band - Free Concert Series 07:00 PM - 08:30 PM	Diary of a Wimpy Kid The Musical 07:00 PM - 08:00 PM
					Something About A Snake 07:00 PM - 08:00 PM	
13	14	15	16	17	18	19
Jerry Brown: Pastel Artist Exhibit Diary of a Wimpy Kid The Musical 02:00 PM - 03:00 PM	Jerry Brown: Pastel Artist Exhibit	NEMO Fair Jerry Brown: Pastel Artist Exhibit	NEMO Fair Jerry Brown: Pastel Artist Exhibit	Jerry Brown: Pastel Artist Exhibit NEMO Fair	Jerry Brown: Pastel Artist Exhibit NEMO Fair	Jerry Brown: Pastel Artist Exhibit NEMO Fair
					Petroglyph Tour 07:00 PM - 08:00 PM	Kiwanis Farmers Market 07:00 AM - 12:00 PM
						Marvelous Mammals 10:00 AM - 10:30 AM

20	Jerry Brown: Pastel Artist Exhibit Kirksville Parks & Recreation Block Party 03:00 PM - 05:00 PM	21	Jerry Brown: Pastel Artist Exhibit	22	Jerry Brown: Pastel Artist Exhibit	23	Jerry Brown: Pastel Artist Exhibit Paint the Ville - Jolly Jellyfish 05:30 PM - 07:30 PM	24	Jerry Brown: Pastel Artist Exhibit 45th Annual Flywheel Reunion 08:00 AM - 05:00 PM	25	Jerry Brown: Pastel Artist Exhibit 45th Annual Flywheel Reunion 08:00 AM - 05:00 PM Deuces Wild Dueling Pianos 06:00 PM - 11:00 PM KAA Summer on the Square - Jimmy Campbell & Friends - Free Concert Series 07:00 PM - 08:30 PM	26	Jerry Brown: Pastel Artist Exhibit Dollar Swim Night - Sponsored by Kirksville Women of Today 06:00 AM - 09:00 PM Kiwanis Farmers Market 07:00 AM - 12:00 PM 45th Annual Flywheel Reunion 08:00 AM - 05:00 PM
27	Jerry Brown: Pastel Artist Exhibit Dollar Swim Night - Sponsored by Kirksville Women of Today 06:00 AM - 09:00 PM 45th Annual Flywheel Reunion 08:00 AM - 05:00 PM Kirksville Parks & Recreation Block Party 03:00 PM - 05:00 PM	28	Jerry Brown: Pastel Artist Exhibit	29	Jerry Brown: Pastel Artist Exhibit	30	Jerry Brown: Pastel Artist Exhibit	31	Jerry Brown: Pastel Artist Exhibit				