

CITY OF TROY
FINANCE AND ECONOMIC DEVELOPMENT COMMITTEE
MEETING MINUTES

Monday, March 6, 2023, 5:45pm

MEMBERS PRESENT: Nathan Henderson (Chair), Elizabeth Hellrung, Debbie Knoll, Dan Dawson (sub)
MEMBERS ABSENT: Tony Manley.

OTHER OFFICIALS PRESENT: Mayor David Nonn, Aldermen Tim Flint, Alderman Sam Italiano, City Administrator Jay Keeven, Treasurer Kelly Huelsmann, Clerk Kim Thomas, Public Works Director Rob Hancock

Chairman Henderson called the meeting to order at 5:46pm and roll call was taken. He then asked for a motion to approve the minutes of the previous meeting.

Motion: To approve the January 17, 2023 minutes as presented.

Moved by Knoll. Second by Dawson. Motion approved by voice vote.

There was no public comment.

Presentations and Discussion of Tourism Grant Requests for the FY2023-2024 Budget

Chairman Henderson read all tourism funding applications, asking committee members if they had any questions and calling on grant applicants to respond when necessary. Submitted requests were as follows:

City of Troy - Total Request \$138,800 (\$76,000/July 4th Fireworks, \$10,000/City Website, \$9,000/City Promotions, \$8,800/EV Charging Partnership, \$35,000/Christmas Decorations)

Alderswoman Hellrung ask why the July 4th Fireworks cost increased. Mr. Keeven said the vendor's options this year are \$70,000 and \$76,000. He chose the \$76,000 option. In addition, this is the last payment for the EV Charging Partnership.

Harvest Ministry – Total Request \$1,800 (\$600/Fall Rally, \$600/Fire-up, \$300/Worship Leader Conference, \$300/Youth Worker Gathering)

Chairman Henderson and Alderswoman Knoll had questions on this application. Since no representative was present, the funds application was tabled/postponed until the March 20th meeting.

Tri-Township Park District – Total Request \$17,000 (\$6,000/Easter Egg Hunt, \$5,000/4th of July, \$6,000/Adventure Night)

This is a \$6,000 increase over last year's request. The representative said that there will be an increased number of bounce houses, face painters and balloon artists for the events. Per Mayor Nonn, there will also be added features and events for the Easter Egg Hunt. The committee had no questions or concerns.

Troy Lions Club –\$5,000/Santa's Village

No Harvest Fest this year. The committee had no questions or concerns on the request for Santa's Village.

Partners for Pets Humane Society – \$1,200/5K Event in September 2023

This request was also made and approved last year. The requested amount did not change.

The committee had no questions or concerns.

Troy Titans Football and Cheerleading - \$15,000/Season Expenses for 2023

Their season brings in over a thousand players and fans into Troy each weekend during the season.

The committee had no questions or concerns.

Troy Community Band - \$990/Monthly Summer Performances and Annual Christmas Concert

The committee had no questions or concerns.

Troy-Edwardsville Shrine Club - \$15,000/Smokin' for the Kids BBQ

Mr. Gary Apperson, president of the Shrine Club, said the \$5,000 increase from last year's request is due to:
(1) The addition of a "backyard" competition, for local people and novices (not the professional teams). This will hopefully bring 25 more teams into the park to compete. The prize package for the backyard competition is \$2,500.

(2) The signing of two headliner bands for the event: Shotgun Creek and Blue Marlin.

(3) Requirements to improve and expand electrical capability. The 25 backyard teams will need additional electricity. Also, much of the electricity used for the vendors last year was run off of extension cords from the telephone poles. This was causing blown breakers. Mr. Apperson thinks the solution will be a generator. The committee had no questions or concerns.

Jim Welch Classic Softball Tournament - \$10,000/Senior Softball Tournament

One of the three tournaments last year was moved to Edwardsville because the Tri-Township Park location was not available. Chairman Henderson asked if any of the Troy-provided funds went to Edwardsville. Only \$345 for the fields went to Edwardsville, according to Mr. Suess. Teams used Troy hotels and restaurants. This year's request is a \$5,000 decrease from last year because the tournament will only be one week, in May. The park informed Mr. Suess that they do not have sufficient workers to prepare the fields, so he will have to find people to drag and line the fields prior to the games.

Chairman Henderson asked about total event cost and the fees charged to the participating teams. Mr. Suess has 16 teams currently signed up and is expecting 20-24 teams total. Each team pays a \$400 entry fee.

Chairman Henderson asked, if the tourism grant money is being used for all tournament expenses, what is the entry fee money used for? The expense sheet, showing \$10,500 in estimated expenses, lists all tournament costs except for the fields. Mr. Suess said last year the park charged \$1,900 for use of the fields. He doesn't know what will be charged this year. He also doesn't know the cost for the Methodist Church fields.

VFW Post 976 - \$25,000/Oktoberfest 2023

Tony Avers, Commander of VFW Post 976, informed the committee that the summary sheet was incorrect. It showed \$10,000. \$25,000 was requested. (Mr. Avers is correct. The VFW requested \$25,000.) The VFW completely self-funded this event last year, at a cost of \$20,993, and were still able to give \$10,000 to the VFW National Home for Children. Last year, they used two 20' x 90' tents, from a business that is no longer in operation. The cost this year for one larger tent (equaling the size of the two smaller ones used last year) will be \$7,000-10,000. There will also be possible costs for the bounce houses, obstacle course, and other events for the kids. This year's proceeds will be given to the Bradley Smith Scholarship Foundation. The committee had no questions or concerns.

Troy Genealogical Society – \$3,800/Honoring Troy's Heroes of the Past

These funds are for 2023 headstone maintenance and cleaning. The committee had no questions or concerns.

TMSM Chamber of Commerce - \$65,000/All Events Held in Troy

Dawn Mushill, Executive Director of the Chamber of Commerce, gave a briefing on the chamber's request for funds. Funds will be used for multiple city events, including but not limited to: Hometown Hero banners, job fairs, small business November, networking opportunities for local business owners, city-wide garage sales, e-cycle/shredding events, hospitality promotions, promotions for other Troy organization events, various forms of advertising for local events, and chamber website maintenance/event software. The committee had no questions or concerns.

Triad CUSD #2 – \$10,000/Annual payment in accordance with advertising agreement between the City and the Triad Board of Education. The committee had no questions or concerns.

Motion: With the exception of the Harvest Ministry and Senior Softball tournament requests, recommend to the full council, payment from the tourism fund to support the City of Troy's request in the amount of \$138,800, the request of the Tri-Township Park District in the amount of \$17,000, the Troy Lions Club request in the amount of \$5,000, Partners for Pets in the amount of \$1,200, Troy Titans in the amount of \$15,000, Troy Community Band in the amount of \$990, Troy-Edwardsville Shrine Club in the amount of \$15,000, VFW Post 976 in the amount of \$25,000, Troy Genealogy Society in the amount of \$3,800, the Chamber of Commerce in the amount of \$65,000, and the continued commitment to Triad School District in the amount of \$10,000, for a total of \$296,790.

Motion by Henderson. **Second by** Hellrung. **Motion approved** by a vote of 4-0.

Chairman Henderson said, based on the estimated cost and entry fee income for the softball tournament, he believes the organization will come up about \$3,000 short for the event.

Motion: To approve the request for the Jim Welch Senior Softball Tournament in the amount of \$3,000.

Motion by Henderson. **Second by** Hellrung. **Motion approved** by a vote of 4-0.


The Harvest Ministry request will be considered at a later date, once the committee has a more accurate breakdown of expenses from last year.

The remaining items on the March 6, 2023 agenda will be addressed at the March 20, 2023 committee meeting due to time constraints.

Motion: To adjourn the meeting.

Motion by Hellrung. **Second by** Henderson. Motion approved by unanimous voice vote.

Meeting adjourned at 6:30pm.



Kimberly Thomas, City Clerk

Minutes approved by committee: 3/20/2023