

**CITY OF NEW HAVEN  
TOURISM COMMITTEE  
REGULAR MEETING  
Wednesday, August 26, 2026**

**4:00 p.m.**

**Location: Public Works Facility, 205 Industrial Drive, New Haven, MO 63068**

**AGENDA**

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Minutes and Budget**
  - a. March 30<sup>th</sup>, 2026, page 1
  - b. April 27<sup>th</sup>, 2026, page 2-3
  - c. Budget report, page 4
- 4. Old Business**
  - a. Social Media
  - b. Touch up New Haven
  - c. Billboards
  - d. Marketing plan, pages 5-6
- 5. Adjourn**

The City of New Haven is working to comply with the American with Disabilities Act mandates. Individuals who require accommodation to attend a meeting should contact City Hall (573-500-2530) at least twenty-four hours in advance.

**Minutes of the Tourism Committee Meeting  
March 30, 2026 – 4:00 pm  
New Haven Public Works Facility**

**Call to Order:** Sarah Skeen called the meeting to order at 4:00 PM

**Roll Call:**

**Members Present:** Tricia Reay, Meg Lang, Tara Steffens via phone

**Members Absent:** Lance Stroehker, Terri Bell

**City Staff Members Present:** Sarah Skeen

**Alderman Liaison Present:** none

**Approval of Minutes:** Motion to approve the minutes from the February 23rd, 2026 meeting made by Meg Lang, 2<sup>nd</sup> by Tricia Reay.

**Old Business:**

**Wayfinding Signage** - The committee reviewed the mockup of the wayfinding signage on Highway 100. The design and wording were accepted and the invoice from Ziglin Signs was recommended to move to the Board of Aldermen for approval. A motion was made by Meg Lang and 2<sup>nd</sup> by Tricia Reay.

**New Business:**

**Budget** – Sarah Skeen gave an update on the accounts for revenue and expenses. The revenue account currently has \$11,797.27. There have been no expenses to date.

**Draft Lighting Ordinance** – The Planning and Zoning Commission has been working on a draft of a lighting ordinance that supports the Dark Skies Initiative and reduces the impact of excessive lighting in New Haven. It was requested that the tourism commission review it as it may have an impact on local businesses. This lighting ordinance is one piece of legislation that supports the Bird City Designation and the new Audubon Museum. These initiatives can support tourism efforts. City Administrator informed the Committee that the ordinance will go through a public hearing process at P&Z April 27<sup>th</sup> and the Board of Aldermen meeting on May 11<sup>th</sup>. There is still time to review and make comments.

**Bird City Missouri Designation** – the committee previously reviewed the application for Bird City Missouri Designation. The Committee agreed that this is not something they wanted to take on. The focus of the Committee would be on marketing. They discussed radio advertising and magazine ads as a cost-effective way to promote New Haven. Tara agreed to bring radio quotes to the next meeting. As well, the Discover New Haven Facebook page will be updated and promoted by Tara and Meg.

**A motion to adjourn was made by Tricia Reay and 2<sup>nd</sup> by Tara Steffens. All were in favor. Meeting adjourned at 5:00 PM**

Respectfully submitted by,

*Sarah Skeen*

Sarah Skeen  
City Administrator

## City of New Haven Tourism Meeting

4/27/26 Minutes Take by Chair Tara Steffens

**Attending:** Tara Steffens, Tricia R, Terri B, Lance S, Meg electronically

**Not in attendance:** Alderman Kyle (unknown absence), Sarah Skeen (known absence)

**Special Guest:** Tom Rich MO life Magazine

- Meeting Called to Order by Tara Steffens. Attendance Noted
- Previous Minutes accepted – TR 1<sup>st</sup>, LS 2<sup>nd</sup> – unanimous approve
- Budget Sheet from Sarah – TB 1<sup>st</sup>, TR 2<sup>nd</sup> – unanimous approve

### **New Business**

#### MO LIFE:

- Tom let us know about costs associated with Missouri Life. Dropped off Ad Sheet (attached).
- Trish gave us number to Kirkwood Times, another advertising person to reach out to. 314-968-2699
- MO Life has about a 30-day deadline and does 8 issues a year. There is an option to do a “full page” ad with 6 small businesses on the bottom half, and they pay \$200 per the spot. Group thought this may be best use of budget. Once Econ gets the list of businesses, we can maybe use that to contact businesses with a commitment form.
- Tara has samples of different city ads. There are lots

#### KVAF

Ad rates are CHEAP – most agreed this is something we want to do. Did not decide on total budget. But everyone thought this was a good use of some money

### **Other Business**

- Social Media – Tara is going to send out the list of current questions for the Discover Your Backyard media thing, and we will finalize the questions and ‘brand’ of this over email. It is free and Pinckney Bend Staff can arrange filming and can go around and get film of people if they can’t send one in.
- Touch Up New Haven – tara mentioned we have long wanted a clean up day to do things like touch up paint (such as we are getting new signs, but the poles look dingy), clean off sidewalks, just some general easy things to do. She said she knew the chamber had talk about it too. Lance said we should call it Touch Up New

Haven. We said we should coordinate with other groups and early fall (when weather is a bit nicer to be outside) would be good. Pinckney Bend will donate drinks/NA Drinks – maybe others can donate for volunteers.

- What happened to the old billboards Downtown used to have? We heard rumor of MODOT issues, but they had been up for 20 years further away than other signs still up – are these spaces available to put some “welcome/discover” New Haven signs up? Can we do more to let people know there are reasons to stop in New Haven at a minimal cost like we used to do?

***We are rescheduling May/June meeting due to conflicts, holidays, and availability.***

***NEXT MEETING DATE WILL BE JUNE 8<sup>th</sup>. 4pm.***

- Billboard: the billboard the downtown group got is done in June and is around 1200 unless we want to change the print (then it's like 1400) we think this is a good use of some funds as well.
- Attached is all the marketing info we got.

***ACTION ITEM FOR EVERYONE ON COMMITTEE:***

We see we estimate about 7K per year (minimum) in income. What amount of budget do we want for marketing? We need to settle on a yearly amount we want to spend, and then create a marketing plan around that budget to include print, road and radio. Once budget is in place, we can work on creative (Tara is a graphic designer and web coder and we can do this in house)

| Account No               | Date       | Amount     |     |       |             |
|--------------------------|------------|------------|-----|-------|-------------|
| 01-01-1115               |            |            |     | Jul   | 10,898.57 % |
| CASH - TOURISM - GENERAL |            |            |     | Aug   | 11,027.71   |
| 01 GENERAL               |            |            |     | Sep   |             |
| 01 ASSETS                |            |            |     | Oct   |             |
| 1115 UNDEFINED BREAK     |            |            |     | Nov   |             |
| 1 BANK 1                 |            |            |     | Dec   |             |
|                          | Budget     |            |     | Jan   |             |
|                          | Balance    | 11,027.71  |     | Feb   |             |
|                          | Difference | 11,027.71- |     | Mar   |             |
| 2/27 Budget              | Balance    |            | Pct | Apr   |             |
| MTD                      | 129.14     | 129.14-    | %   | May   |             |
| YTD                      | 11,027.71  | 11,027.71- | %   | Jun   |             |
| 2026                     | 9,483.19   | 9,483.19-  | %   | YrEnd |             |
| 2025                     |            |            | %   | LYear |             |

| Date    | Per | Jrnl | Received From/Reference              | Additional Reference           | Receipt # | Amount   |
|---------|-----|------|--------------------------------------|--------------------------------|-----------|----------|
| 8/06/26 | 2   | 27   | RM7845 ZIA NEW HAVEN                 | 2ND QUARTER                    | 155095    | 129.14   |
| 7/31/26 | 1   | 27   | RM7810 pinckney bend b&b             | 2Q 2026                        | 154996    | 523.00   |
| 7/31/26 | 1   | 27   | GL7683 INTREST POOLED JULY 2026      | INTEREST POOLED FUNDS 7/2026   |           | -18.45   |
| 7/27/26 | 1   | 27   | RM7756 ZORKS NEST LLC                | 2ND QUARTER APR MAY JUNE       | 154871    | 270.50   |
| 7/24/26 | 1   | 27   | RM7748 CENTRAL HOTEL                 | 2ND QUARTER APR, MAY, JUN      | 154854    | 603.43   |
| 6/30/26 | 12  | 26   | GL7478 INTREST POOLED JUNE 2026      | INTEREST POOLED FUNDS 6/2026   |           | 21.21    |
| 6/18/26 | 12  | 26   | GL7372 CASH TRANSFER                 | FUNDS MENT FOR TOURISM CA      |           | 591.02   |
| 6/08/26 | 12  | 26   | AP8937 AP CHECK UPDATE               | ZIGLIN SIGNS                   |           | 1490.20- |
| 5/29/26 | 11  | 26   | GL7292 INTEREST MAY 2026             | INTEREST POOLED FUNDS MAY 2026 |           | 13.57    |
| 4/30/26 | 10  | 26   | GL7032 INTREST POOLED APRIL 30, 2026 | INTEREST POOLED FUNDS 4/2026   |           | 17.58    |
| 4/30/26 | 10  | 26   | GL6965 INTREST APRIL 2026            | INTEREST POOLED FUNDS APRIL 26 |           | 17.48    |
| 4/30/26 | 10  | 26   | GL6965 INTREST APRIL 2026            | INTEREST POOLED FUNDS APRIL 26 |           | 17.48-   |
| 4/15/26 | 10  | 26   | AP8796 AP CHECK UPDATE               | ZIGLIN SIGNS                   |           | 1490.20- |
| 3/31/26 | 9   | 26   | GL6840 INTREST MARCH 2026            | INTEREST POOLED FUNDS MAR2026  |           | 22.94    |
| 3/31/26 | 9   | 26   | GL6820 INTREST                       | INTEREST POOLED FUNDS          |           | 21.05    |
| 3/31/26 | 9   | 26   | GL6820 INTREST                       | INTEREST POOLED FUNDS          |           | 21.05-   |
| 2/27/26 | 8   | 26   | GL6645 INTREST                       | INTEREST POOLED FUNDS          |           | 8.71     |
| 2/26/26 | 8   | 26   | GL6637 CASH TRANSFER                 | TRANSF GEN CASH TO TOURIS      |           | 11788.56 |
| TOTAL:  |     |      |                                      |                                |           | 11027.71 |

1526.07

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**Ad spend - Radio Portion**

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From tara pinckneybend.com <tara@pinckneybend.com>

Date Thu 7/16/2026 3:57 PM

To Sarah Skeen <sarah.skeen@newhavenmo.org>; Lance <lancitoglass@gmail.com>; Megan Lang <meg\_lang@outlook.com>; Terri Bell <beecreative@ymail.com>; thomasreay@msn.com <thomasreay@msn.com>

Cc Kyle Quick <kyle.quick@newhavenmo.org>

Team,

Below is a suggested work up of ads on KFAV that Chris and I put together. The city approved 5K for the ads and this below schedule is about 2K - leaving 3K for print or billboard (stiling working - it will not work to go thru Pottery Road Signs but I am working with Wyatt & Link Media to find some)

I would the 30 second commercial. Sarah - would we need to get that approved as well?  
I think the only concern is WEAR to direct them for more info. There's no good landing page for information and yes we could just send them to Facebook but lots of people aren't on/leaving Facebook.

I do believe the Discover New Haven url is now (re)available. I guess worst case is we could do a single landing page website that has links to other places. I hate directing them just to say the Chamber or The Loop b/c that's not really TOWN info and is only for people who are paid members to it. I know the city is working on new website stuff so maybe just the city website?

## **285 (:30) Commercials @ \$7 per Total \$1995** **(\$7 is our not for profit rate)**

Here is how I would break down the <sup>2026/</sup>2027 commercial schedule.

January Broadcast Month (5 weeks)

February Broadcast Month (4 weeks)

March Broadcast Month (4 weeks)

April Broadcast Month (4 weeks)

May Broadcast Month (5 weeks)

Landing event

June Broadcast Month (4 weeks)

July Broadcast Month (4 weeks)

August Broadcast Month (5 weeks)

September Broadcast Month (4 weeks)

October Broadcast Month (5 weeks)

Festival

November Broadcast Month (4 weeks)

December Broadcast Month (4 weeks)

Moonlight

Total 15 Commercials per month

Total 12 Commercials per month

Total 20 Commercials per month

Total 20 Commercials per month

Total 39 Commercials per month \*Millers

Total 20 Commercials per month

Total 20 Commercials per month

Total 25 commercials per month

Total 20 Commercials per month

Total 39 Commercials per month \*Scarecrow

Total 20 Commercials per month

Total 35 Commercials per month \*Christmas by

- ***Total commercials are for each broadcast month.***
- ***May, October, and December have additional spots because of special events.***

We can decide the actual scheduling of commercials after we figure out the budget and exactly how many spots we are working with. **You are looking at 3 commercials per week in January & February, and 3-5 commercials per week March - December, plus the added spots in May, October and December.**

Keep Your Spirits Up,

Tara Steffens  
Partner/Chief Operating Officer  
Pinckney Bend Distillery  
tara@pinckneybend.com  
573-237-5559