

**CITY OF NEW HAVEN
TOURISM COMMITTEE
REGULAR MEETING**

Monday, April 27, 2026

4:00 p.m.

Location: Pinckney Bend Distillery, 1101 Miller Street, New Haven MO 63068

AGENDA

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Minutes and Budget**
 - a. March 30th, 2026, page 1
 - b. Budget report, page 2
- 4. New Business**
 - a. Missouri Life Media Kit, pages 3-11
 - b. Ad Deck for KFAV Radio, pages 12-13
- 5. Other Business**
 - a. Social Media
 - b. Clean up ideas
 - c. Reschedule May meeting
- 6. 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, 2nd 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 2nd 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 27th and the Board of Aldermen meeting on May 11th. 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 2nd by Tara Steffens. All were in favor. Meeting adjourned at 5:00 PM

Respectfully submitted by,

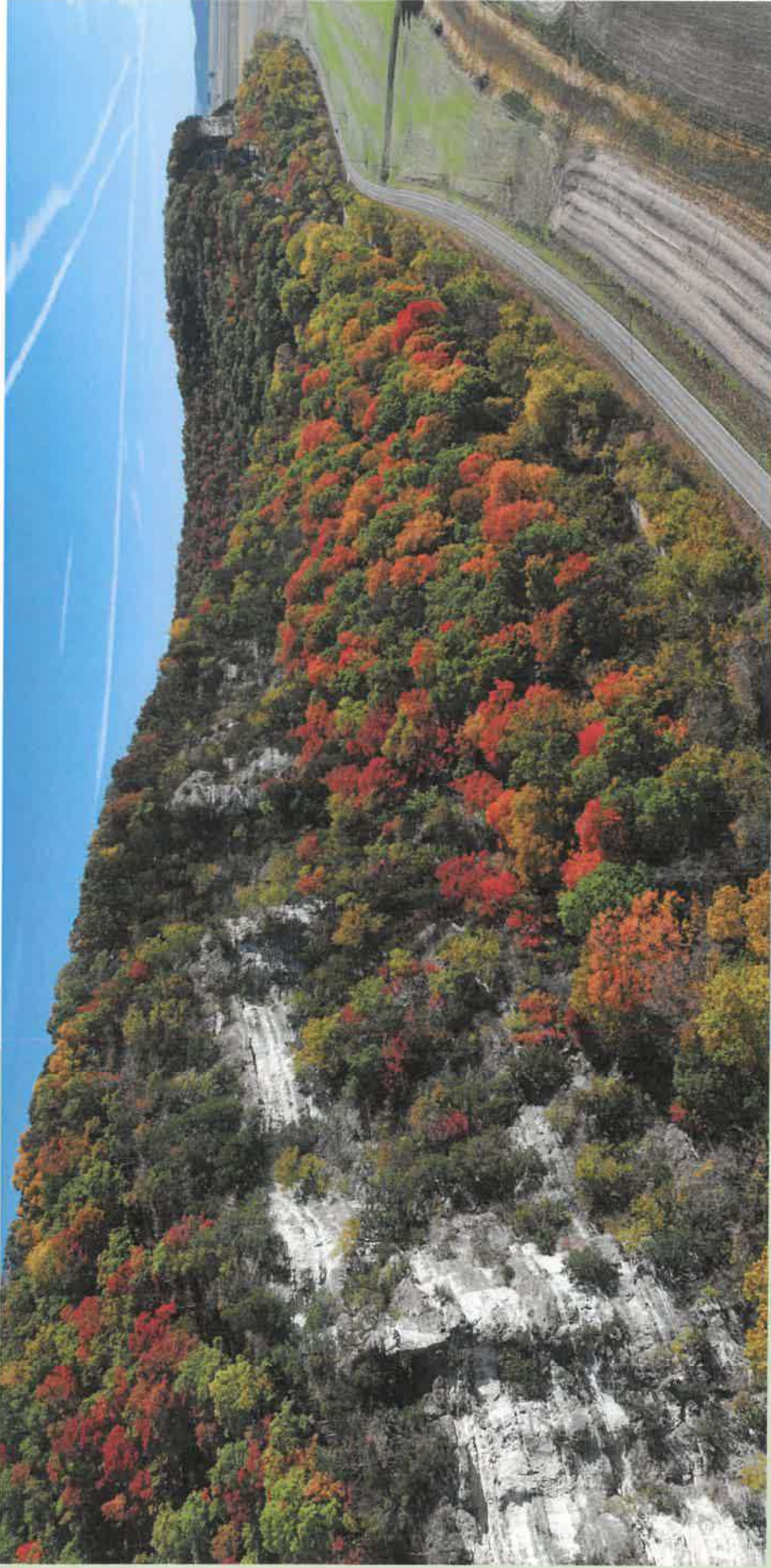
Sarah Skeen

Sarah Skeen
City Administrator

Account No	Date	Amount	+=====+	
01-01-1115			Jul	%
CASH - TOURISM - GENERAL			Aug	
01 GENERAL			Sep	
01 ASSETS			Oct	
1115 UNDEFINED BREAK			Nov	
1 BANK 1			Dec	
	Budget		Jan	
	Balance	10,330.01	Feb	11,797.27
	Difference	10,330.01-	Mar	11,820.21
10/26 Budget	Balance	Pct	Apr	10,330.01
MTD	1,490.20-	1,490.20 %	May	
YTD	10,330.01	10,330.01- %	Jun	
2025		%	YrEnd	
2024		%	LYear	
			+=====+	

Date	Per	Jrn1	Received From/Reference	Additional Reference	Receipt #	Amount
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:						10330.01

MEDIA KIT



MissouriLife
THE SPIRIT OF DISCOVERY

marketing@missourilife.com
573.514.5453
MissouriLife.com

OUR REACH. OUR OPTIONS.

A CLOSER LOOK AT TOTAL READERSHIP/AUDIENCE REACH

MAGAZINE

100,955 Readers (the most paid circulation readership in the state)
24,037 paid subscribers

DISTRIBUTION

96% paid circulation via mail subscription or newsstand.
Readers read what they pay for! Sold on **530** newsstands across Missouri, at grocery stores, bookstores, drugstores, Walmart, gift shops, and more.

MISSOURILIFE.COM

31,207 Unique Monthly Visitors

MISSOURI LIFE TV

Youtube: **4,130+** subscribers, **280,000+** views, **12,000** hours of viewing

MISSOURI LIFE NEWSLETTERS

26,000 weekly subscribers with a **8.2%** click rate.

DEDICATED NEWSLETTERS

MORE, a special edition newsletter devoted to you and your message.

SOCIAL MEDIA

48,108 average weekly users that reach across all social platforms
 Audited by a national circulation auditor, Circulation Verification Council
Audited by a national circulation auditor, Circulation Verification Council



573.514.5453

marketing@missourilife.com



MISSOURI LIFE'S SPECIAL INTEREST PUBLICATIONS |
 CUSTOM PUBLISHING | BOOK PUBLISHING | EVENTS

OUR CUSTOMERS COULD BE YOUR CUSTOMERS

Missouri Life celebrates and explores the state for lifelong residents, newcomers, and visitors. When you align your brand with *Missouri Life*, you are surrounded by subscriber trust, loyalty, and engagement. This passion extends to your company by association.

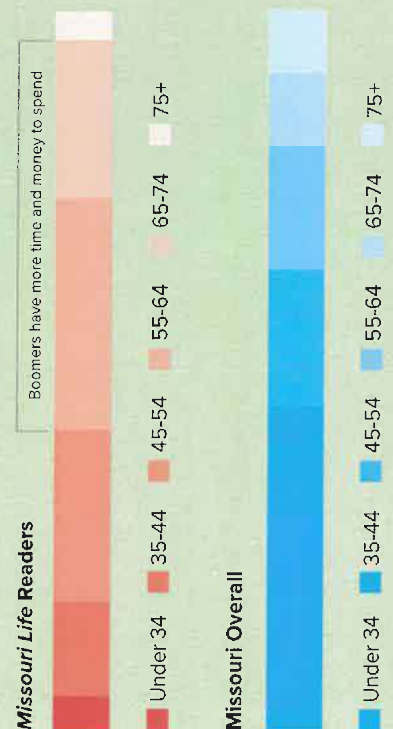
SATISFACTION GUARANTEED OR WE'LL MAKE IT RIGHT

MEDIA KIT 2

MEET MISSOURILIFE MAGAZINE READERS

WHO COULD BE YOUR CUSTOMERS

Based on Circulation Verification Council audit



AVERAGE HOUSEHOLD INCOME: \$160,312

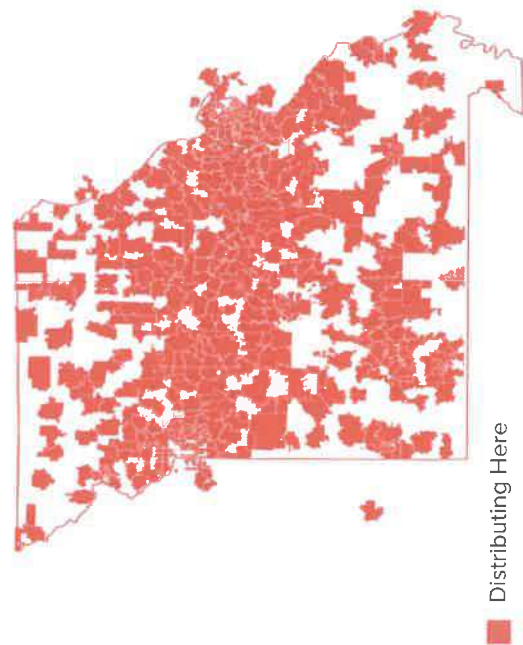
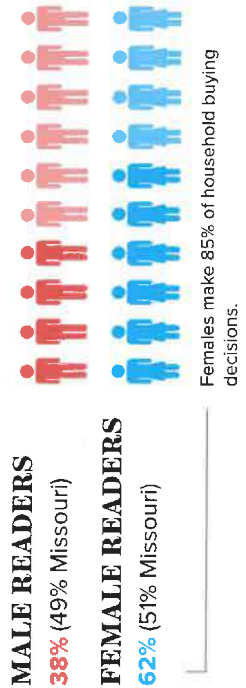
GRADUATION RATE
69% Graduated from college or have completed higher degree compared to **26%** overall in Missouri

BUYING RATE
75.1% frequently buy products or services from ads in Missouri Life
- Representing \$2 billion buying power annually; let us show you how much they spend in YOUR category.

KEEP RATE
77% of our readers keep Missouri Life one month or more
- Missouri Life set a record with our national circulation auditor for longest "keep time." Your ad will be seen over and over.

89% of subscribers read the magazine with in the first week.
82% read each issue of Missouri Life three or more times.

(Baxter Research, October 2023)



QUALITY CONTENT
 Won International Regional Magazine Association Magazine of the Year **5** times.



HOW WE MEASURE YOUR AD'S EFFECTIVENESS

Advertiser	Brand	Product	Category	Market	Advertiser	Brand	Product	Category	Market
71%	7%	20%	15%	4%	7%	17%	20%	15%	4%
70%	7%	14%	11%	3%	7%	17%	20%	15%	4%
68%	4%	17%	16%	3%	7%	17%	20%	15%	4%
66%	3%	16%	16%	3%	7%	17%	20%	15%	4%
64%	3%	15%	17%	3%	7%	17%	20%	15%	4%

We use Baxter Research Center, an independent third-party research firm, to provide you with valuable information such as how many read the ad, became newly aware of the product or service, and took a buying action. Ask your sales rep for more info.

MEET OUR DIGITAL AUDIENCES

WHO COULD BE YOUR CUSTOMERS



MISSOURILIFE.COM

SITE TRAFFIC

50,806 Monthly Page Views on average

THE NUMBERS AT A GLANCE

Social Media: Average Facebook Followers: 37,006

Average X (Twitter) Followers: 4,852

Average Instagram Followers: 5,370

Average Pinterest Followers: 436

Average LinkedIn Followers: 337

Video: Average YouTube Subscribers: 3,409

Estimated Edition Readership: 100,955 per issue

Total Digital Contacts: 82,649

Total Estimated Gross Contacts: 183,604*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter/contacts. Total gross contact estimates can include significant audience duplication

You can provide or we can create content. You approve. You have the **top slot on MissouriLife.com for 2 days, above the fold for the week**, and then remain on our website. Includes Facebook post to share the content, Missouri LifeLines e-newsletter content post same week. (LifeLines banner ads are sold separately.)

573.514.5453

marketing@missourilife.com

SATISFACTION GUARANTEED OR WE'LL MAKE IT RIGHT

MEDIA KIT 4

"In 2020, we had an opportunity to start working with Missouri Life on a variety of cost-effective digital pieces. The response was so positive, the attractions we featured asked us to continue utilizing Missouri Life's digital advertising!"

— Marcy Barnhart, Warrensburg Convention & Visitors Bureau Director of Marketing

Ask us about how we can customize a special *Missouri Life* audience package that includes our unique print and digital audience.

MISSOURI LIFE E-NEWSLETTERS

Banner ads

Leaderboard ads

Missouri LifeLines publishes

every Wednesday and Friday.



SPONSORED CONTENT PARTNERSHIPS

Dutch Country General Store

MORE DEDICATED E-NEWSLETTER

A special edition e-newsletter dedicated to you and your message. Delivered to digital subscribers.

DIGITAL DISPLAY

Call us to find out what works best for you.

SOCIAL MEDIA

Facebook, Instagram, and Twitter platforms.



SPONSORED CONTENT PARTNERSHIPS

Rost Landscaping/Superior Gardens

MEET OUR TV VIEWERS

WHO COULD BE YOUR CUSTOMERS

Missouri Life TV - We've won a **Mid-America Emmy Award** every season so far!



DISTRIBUTED VIA YOUTUBE AND SELECT TV STATIONS

YouTube: **4,130+** subscribers, **280,000+** views, over **12,000** hours of viewing, **707,600** impressions.



Missouri Life TV Hosted By: Meredith Hoenes

FULL SEASON SPONSORSHIPS

Ask about sponsorship for the full season, one or more episodes, or about spots within episodes.

Filming begins in the spring of 2025

Every episode is hosted by Missouri native, Meredith Hoenes. She is an Emmy-winning TV Host and Emmy-nominated journalist with twenty years experience in the broadcasting field at numerous stations in the Show-Me State. Meredith has spent nearly two decades storytelling through a lens.

Ask us how *Missouri Life TV* can showcase your business and/or community.



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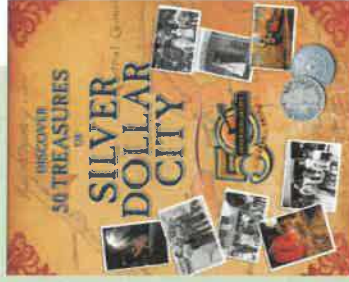
SATISFACTION GUARANTEED OR WE'LL MAKE IT RIGHT

MEDIA KIT 5

CUSTOM PUBLISHING & MORE OPPORTUNITIES

FOR OUR AUDIENCES TO BE YOUR CUSTOMERS

Everyone has a story. People like stories.
We are storytellers. Let us help you tell your story.



"From its first days in print in 1999, Missouri Life has been an advertising and promotional partner with Silver Dollar City. The magazine's quality and commitment to excellence, along with the never-ending creative ideas offered by its people, have proven very successful, allowing us to reach a growing audience with ever-changing ways of presenting our messages. We believe the editors and staff are among the best in their industry, and great to work with from the perspective of our entertainment industry."

— Lisa B. Rau, Former Director Publicity/Public Relations, Silver Dollar City Attractions

STORYTELLING HELPS YOU

- Build a relationship and engage with your desired audience
- Support your marketing efforts for current and prospective customers
- Position you as a leader

WE HAVE HELPED CUSTOMERS TELL THEIR STORIES IN A VARIETY OF WAYS

- Callaway County Tourism Visitors Guide
- *To Make a Fortune in Missouri* (historical nonfiction book, spring 2021)
- Silver Dollar City 50th Anniversary
- Columbia Visitors Guide
- Boonville Walking Tour

MISSOURI LIFE SPECIAL INTEREST PUBLICATIONS

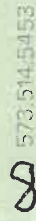
- Scenic Rides and Drives
- Guide to Missouri's Route 66

BOOKS

- *Explore Missouri's German Heritage*
- *Missouri State Parks and Historic Sites*
- *Historic Style*

EVENTS

- Big BAM (Bicycle Across Missouri)
- BAM on the Katy, June and October
- Sponsorship Opportunities



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SATISFACTION GUARANTEED OR WE'LL MAKE IT RIGHT

HOW TO MAKE CONTENT MARKETING WORK FOR YOU

According to **eMarketer**, “Content has become the pillar of marketing initiatives. It can drive leads and enable buyers to self-educate along the path to purchase.”

And nothing can tell the story of your brand better than a smart, well-crafted sponsored article written by *Missouri Life* that focuses on topics most relevant to your brand, or product.

eMarketer goes on to say “the most successful content should be integrated across all marketing, advertising and sales initiatives. Marketers shouldn’t think of content as a separate entity to bring an audience to. Rather, it should be woven through all channels and used by all customer-facing teams, not just marketing.”

And we can help. *Missouri Life*-created content will go on selected *Missouri Life* media channels, but in addition, you can weave the article through all of your own channels in these ways:

- Link to the article on your website,
- Promote it through all of your own channels, such as:
 - Social media
 - Press releases
 - Internal communications
 - Sales materials

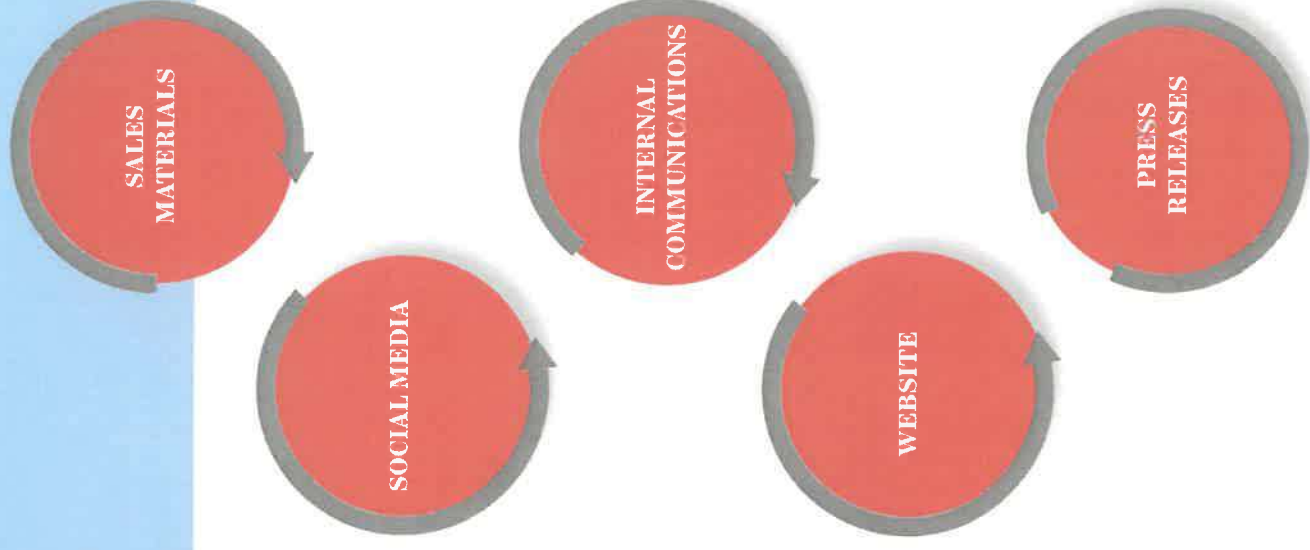
At *Missouri Life* we specialize in storytelling. We know how to tell your story in a way that will best resonate with your target audience.

**Contact your Account Representative or
Publisher Evan Wood**

Evan@MissouriLife.com

573-514-5453

TODAY!



I JUST BOUGHT AN AD, NOW WHAT?

Once the Insertion Order is signed, you will be contacted by our advertising coordinator, Amy Stapleton, to confirm the ad materials due date.

If you are designing or supplying your own ad, these are the steps:

1. You will receive the specs and requirements for the ad you purchased.
2. When you send your ad, we will check to make sure it meets our specs and requirements for either print or digital (whichever you purchased), as well as put it through our proofing process. If we see a grammar or spelling error or have any other recommendations for you that we think will increase your ad's success, we will contact you to see if you would like to make revisions.
3. If we have no recommendations, Amy will confirm the receipt of the ad, and that will be considered final approval from you to print or post the ad (if the buy is digital).

Tips for designing your ad:

1. Limit the use of white type. If you need white type, use it sparingly and in large font.
2. Readers pay more attention to visuals. Add more photos.

If we are designing the ad, these are the steps:

1. Our ad coordinator will request the assets (images, text, logos, etc.) and direction for the ad. We will create the ad, send it through our proofing process and then send it to you for review and approval to print or post.
2. The Missouri Life advertising design staff provides professional and creative ad design assistance, layout, and preparation of electronic files for display advertisements for a design fee.
3. You get one free revision before revision charges begin applying. Ads requiring more than one revision will be charged \$50 for each additional revision.

Once the ad is posted or printed, you will receive an invoice AND a complimentary copy of the issue or a link to the ad.

Amy Stapleton, Ad Coordinator,
amy@missourilife.com
573-514-5453

Re: Tourism meeting

From Thomas Reay <ThomasReay@msn.com>

Date Fri 4/17/2026 7:58 AM

To Sarah Skeen <sarah.skeen@newhavenmo.org>; tara pinckneybend.com <tara@pinckneybend.com>; Megan Lang <Meg_Lang@outlook.com>

Cc Lance <lancitoglass@gmail.com>; beecreative@ymail.com <beecreative@ymail.com>; Kyle Quick <kyle.quick@newhavenmo.org>

Talk to Missouri Life Mag
Cost to put in an ad

Full page \$2000
1/2 page. 1400
1/4 page. 850

Ad in newsletter \$800

Tricia

Sent via the Samsung Galaxy S23+ 5G, an AT&T 5G smartphone
Get [Outlook for Android](#)

From: Sarah Skeen <sarah.skeen@newhavenmo.org>

Sent: Wednesday, April 8, 2026 4:02:39 PM

To: tara pinckneybend.com <tara@pinckneybend.com>; Megan Lang <Meg_Lang@outlook.com>

Cc: Lance <lancitoglass@gmail.com>; Thomas Reay <thomasreay@msn.com>; beecreative@ymail.com <beecreative@ymail.com>; Kyle Quick <kyle.quick@newhavenmo.org>

Subject: Re: Tourism meeting

Tara and Meg,

This sounds like fun and interactive. Looking forward to seeing this come to fruition 😊

Sarah Skeen, MPA



City Administrator
City of New Haven
101 Front Street
New Haven, MO 63068
sarah.skeen@newhavenmo.org
573-500-2530 office
573-237-4696 fax

Fw: Ad Deck/Program for New haven

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

Date Tue 4/21/2026 11:06 AM

To Megan Lang <meg_lang@outlook.com>; Lance <lancitoglass@gmail.com>; Sarah Skeen <sarah.skeen@newhavenmo.org>; Thomas Reay <thomasreay@msn.com>; Kyle Quick <kyle.quick@newhavenmo.org>

Below is a quote and ad deck info on Radio ads.

Keep Your Spirits Up,

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

From: Chris Dieckhaus <chris@kfav.com>

Sent: Monday, April 20, 2026 12:49 PM

To: tara pinckneybend.com <tara@pinckneybend.com>

Subject: Re: Ad Deck/Program for New haven

Hi Tara -

Here are some options for you.

I would do **30 Second Commercials**. Allows more time to detail events, etc.
Commercials can be changed as often as needed through out the year.

Budget: Spot Rate is \$7 per. (Not for Profit Rate)

\$1000 - 142 (:30) spots - approx. 2x per week for 52 weeks

\$1500 - 214 (:30) spots - approx. 4x per week for 52 weeks

\$2000 - 285 (:30) spots - approx. 5x per week for 52 weeks

\$2500 - 357 (:30) spots - approx. 6 x per week for 52 weeks

\$3000 - 428 (:30) spots - approx. 8x per week for 52 weeks

- If you are only wanting to run until the end of the year.
The amount of commercials would be more per week.

I would recommend doing 8 commercials per week for 52 weeks.

416 (:30) Commercials at \$7 per - Total \$2912.

Since you are running a longer schedule I would do commercials

2x Tuesday, 2x Wednesday, 2x Thursday & 2x Friday or 2x Wednesday, 3x Thursday and 3x Friday.

Family & Locally Owned by Pat & Ryan Kaspar

National & Local Award Winning

Just named County Radio Station of the Year at CRS in Nashville

Plus many other awards for Program Director of the Year, Station of the Year, Associated Press Awards and Local Awards

Format: Today's Hot Country

Target Demographic: 18 - 54+ (Spilt between Men / Women Listeners)

Primary Coverage Area: Franklin, Gasconade, Pike, Lincoln, Montgomery, Warren, St. Charles & St. Louis counties.

Secondary Coverage takes in a wide area from Linn, Fulton, New London, Desoto, Barnhart, St. James in Missouri to Belleville, Granite City, Alton, Jerseyville, and Pittsfield in Illinois. And with our live streaming KFAV 99.9 can be heard everywhere.

Let me know if you have any additional questions.

RADIO WORKS!

Chris Dieckhaus

Account Executive

Cell: 636-388-1590

chris@kfav.com



The parties to this advertising agreement affirm that nothing in this agreement,

or any actions, benefits and obligations relating to it, discriminate in any way on

the basis of race or ethnicity.