City of Carthage, Missouri

PUBLIC SERVICES COMMITTEE

July 16, 2024 - 5:30 PM
CITY HALL COUNCIL CHAMBERS

MINUTES

1. Call to Order

MEMBERS PRESENT: Dustin Edge, Tiffany Cossey, Lori Leece
MEMBERS ABSENT: Jana Schramm

OTHERS PRESENT:

STAFF PRESENT: Parks and Recreation Director Abi Almandinger, Administrative Assistant Angie Judd, Assistant City Administrator Traci Cox, Tourism Director Jen Kirby

Chairman Dustin Edge called the meeting to order at 05:30 PM.

2. Old Business

1. Approval of Previous Minutes

ACTION:	Motion to accept/approve item 2.1. by Tiffany Cossey; second by None; Motion with a 3:0
AYES:	Dustin Edge, Tiffany Cossey, Lori Leece
NOES:	None
ABSTAIN:	None

3. Citizen Participation

(Citizens wishing to address the Council or Committee should notify the City in advance and provide the item they want to address in written format at least 24 hours before the meeting. Please call Angie Judd at the Parks & Recreation office at 417-237-7035, or email a.judd@carthagemo.gov.)

4. New Business

1. Consider and Discuss Pup Walk and Pet Show.

   Ms. Almandinger introduced Deanna Louden from Pink Fight Night and Amber Rodebush with the Mary Kay Foundation to discuss the upcoming Pup Walk and Pet Show event, which will benefit the Mary Kay Ash Foundation. The event is scheduled for the morning of September 21st in Central Park in the grassy area north of the Marlin Perkins statue. Ms. Louden mentioned that the event is open to the public, and pets can be registered in advance for the Pet Show. Additionally, a coffee trailer will be set up near the corner of Garrison, and a photographer will host a pet photo booth, donating 50% of the proceeds to the fundraiser. Ms. Rodebush added that there might be a designated area for the Humane Society to conduct pet adoptions during the event, but those details have not been confirmed. Ms. Cossey motioned to allow use of Central Park for the Pup Walk and Pet Show as outlined on September 21st, motioned carried.

ACTION:	Motion to accept/approve item 4.1. by Tiffany Cossey; second by None; Motion with a 3:0
AYES:	Dustin Edge, Tiffany Cossey, Lori Leece
NOES:	None
ABSTAIN:	None

2. Consider and Discuss Soles 4 Paws 5k Run and 1M Dog/Cat-Walk.

Ms. Almandinger introduced Katie Logan, Director of the Carthage Humane Society, who presented information about the upcoming Soles 4 Paws 5k Run and 1M Dog/Cat-Walk. Ms. Logan informed the committee that this will be the first 5k event held to benefit the Humane Society. The event is scheduled for Sunday, November 17th, at Municipal Park, with the race starting at 3:00 PM and concluding by 6:00 PM. Setup for the event will begin at 1:30 PM. Ms. Cossey made a motion to approve the use of Municipal Park for the Soles 4 Paws 5k Run on November 17th, motion carried.

ACTION:	Motion to accept/approve item 4.2. by Tiffany Cossey; second by None; Motion with a 3:0
AYES:	Dustin Edge, Tiffany Cossey, Lori Leece
NOES:	None
ABSTAIN:	None

3. Consider and Discuss Rallye in the Park event.

Ms. Almandinger introduced Jude Champagne from theBridge Carthage, who presented details about the upcoming Rallye in the Park event. Mr. Champagne informed the committee that this will be the twentieth community event sponsored and funded by theBridge. The event is scheduled to take place in Central Park on September 15th, beginning at 8:00 AM and concluding at 3:00 PM, with setup starting at 7:00 AM and teardown completed by 4:00 PM. Mr. Champagne stated that this free event will feature a 5k run/walk, a kids' obstacle run, a church service in the park, a car show, and inflatables, with lunch provided at no cost to attendees. He noted that the stage for the event will be delivered on the morning of the event and picked up no later than the following day. Mr. Champagne also mentioned that in the event of bad weather, the car show will not be held inside the park to prevent any damage to the grounds. Ms. Cossey made a motion to approve the use of Central Park for the Rallye in the Park as outlined on September 15th, motion carried.

ACTION:	Motion to accept/approve item 4.3. by Tiffany Cossey; second by None; Motion with a 3:0
AYES:	Dustin Edge, Tiffany Cossey, Lori Leece
NOES:	None
ABSTAIN:	None

4. Consider and Discuss options for future Aquatic Facility.

Ms. Almandinger provided an update on the pool concept proposed by Water's Edge for the new aquatic facility. She reported that a community survey revealed that the public is in favor of having a public pool. Initially, Water's Edge designed two concepts, but after collaborating with the YMCA and other community members, the design has been modified to better align with community preferences while considering budgetary and operational factors. Key design changes include maintaining an 8-lane pool, removing the lazy river, and installing run-out slides to reduce the number of lifeguards required. Ms. Almandinger explained that the bathhouse will be renovated to include ADA accessibility and will feature a new building to house chemicals. The pool will have a zero-entry depth increasing to 3.5 feet at its deepest point, with lap lanes extending to a depth of 4 feet. Additionally, the concept includes a splash pad that can be accessed separately from the pool when it is not in operation. Ms. Almandinger noted that the department had previously received permission to apply for a grant through the McCune Brooks Trust, but that discussion has been tabled until August pending further approval to proceed. Ms. Cossey requested projected operating expenses, to which Ms. Almandinger responded that she would need to consult with Water's Edge to determine if there would be an additional cost for such a report. Ms. Almandinger mentioned that the size of the splash pad can be adjusted to reduce costs, and other donors could be approached for funding. She stated that the earliest projected completion timeframe for the new aquatic facility is 2026. After a discussion, the committee granted Ms. Almandinger permission to continue discussions with the McCune Brooks Trust regarding the grant. No other action was taken.

5. Consider and Discuss contract with Placer AI.

Ms. Kirby addressed the committee about a proposed contract with Place AI, a software platform designed for advanced location analysis. She explained that Place AI provides valuable statistics on event attendance, which could greatly benefit economic development and marketing efforts. The platform collects data by pinging cell phones to determine where attendees originated and where they travel, but it does not gather any personal or identifiable information. Ms. Kirby noted that the contract is for 12 months and requires a one-time payment. When Ms. Cossey inquired about a trial period, Ms. Almandinger explained that a trial would limit the software's full functionality. Ms. Kirby also mentioned that demos have been provided and that the Budget Committee has recommended including the software in the budget. Additionally, Ms. Kirby highlighted that the software could be advantageous to other local organizations and businesses, as the city could generate reports for them, provided that Placer AI is cited and the city retains control of the login information. Ms. Cossey requested confirmation that sharing these reports with third-party organizations would not violate the contract. Ms. Kirby committed to reaching out for confirmation on this matter. Ms. Cossey motioned to forward the contract to the full City Council, contingent upon receiving email confirmation that sharing reports with third-party organizations is permitted under the contract, motion carried.

ACTION:	Motion to accept/approve item 4.5. by Tiffany Cossey; second by None; Motion with a 3:0
AYES:	Dustin Edge, Tiffany Cossey, Lori Leece
NOES:	None

ABSTAIN:	None

6. Consider and Discuss grant from State of Missouri.

   Ms. Kirby addressed the committee regarding the proposed council bill to accept the MMG grant from the State of Missouri for tourism marketing funds. She explained that this is a matched grant totaling $55,970.00, which will be split between Joplin and Carthage. Carthage is required to spend $20,000 to receive $20,000 in grant funds, while Joplin will receive the remaining $35,970, as detailed in Item 7 on the agenda. Ms. Leece motioned to forward the council bill to the City Council, motion carried.

ACTION:	Motion to accept/approve item 4.6. by Lori Leece; second by None; Motion with a 3:0
AYES:	Dustin Edge, Tiffany Cossey, Lori Leece
NOES:	None
ABSTAIN:	None

7. Consider and Discuss MOU with the City of Joplin.

   Ms. Kirby addressed the committee regarding the proposed Memorandum of Understanding (MOU) with the City of Joplin for participation in the MMG program with the State of Missouri, as discussed in Item 6 of the agenda. She explained that Carthage has partnered with Joplin due to the way the Destination Marketing Organization (DMO) was established, designating it for Jasper County and allowing a single administrator, Ms. Kirby, to oversee the funds. Following the discussion, Ms. Cossey motioned to forward the council bill to the City Council, motion carried.

ACTION:	Motion to accept/approve item 4.7. by Tiffany Cossey; second by None; Motion with a 3:0
AYES:	Dustin Edge, Tiffany Cossey, Lori Leece
NOES:	None
ABSTAIN:	None

5. Staff Reports

Ms. Almandinger presented the monthly reports for golf and golf maintenance. She noted that there is no report for parks maintenance due to the absence of a maintenance superintendent at this time. Additionally, she mentioned that the Civil War Museum is being transferred to the tourism department, so no report is included for it as well. Ms. Almandinger highlighted several ongoing projects: the department is working to install playground lighting; renovations to the disc golf course will begin soon; irrigation repairs are underway for the Central Park flower beds; and the bathrooms at Central and Municipal Parks are nearing operational status. She also stated that work and installation of the Griggs Park playground are scheduled to resume within the next few weeks. Ms. Almandinger informed the committee that the golf course will be hosting its first tournament. During preparations, the department learned that a picnic license is required to serve alcohol at the event. This matter will be added to the agenda for the next City Council meeting. Regarding youth baseball, Ms. Almandinger explained that prior to 2023, the program was managed by an external organization. This organization approached both the City and the YMCA to discuss the possibility of taking over in 2023. The Parks Master Plan survey indicated that the community wanted the city to take a more active role in recreation, leading to the creation of the Recreation Coordinator position. The city applied for and was granted a Little League Charter, established a Little League Board, and met with the YMCA to discuss the future of Little League. Through these discussions, it was agreed to divide youth baseball responsibilities, with the city implementing Little League for ages 9-16, while the YMCA would manage t-ball separately. The Little League Board expressed a desire to eventually include t-ball in their program and has reached out to the YMCA to discuss the future of baseball in Carthage. Ms. Cossey suggested organizing a meeting to bring all parties together. Ms. Almandinger informed the committee that a meeting between the Little League Board and the YMCA is scheduled for August.

Ms. Kirby presented her staff report included in the agenda packet, highlighting the ongoing marketing efforts. She stated that Q4 marks the beginning of the travel season and summer, which is why more funds are allocated during this period. She explained that the marketing budget is $54,000, with $40,000 allocated as the Destination Marketing Organization (DMO) budget, of which $20,000 is reimbursed through the MMG grant. Ms. Kirby noted that the DMO budget overview was submitted with the grant application and the budget requires approval before ads can be submitted and approved. Ms. Kirby detailed the marketing strategies being employed, including the use of billboards, TV commercials on KOAM and Fox 49, radio spots, digital ads, and social media campaigns. She also mentioned partnerships with local organizations such as KSN and KODE as part of the marketing efforts. However, Ms. Cossey expressed concerns about the city utilizing or providing any funding to Nexstar Media Group due to what she described as unprofessional behavior by a reporter from KODE. She requested that the issue of advertising with Nexstar Media Group be discussed at the next scheduled Public Services Committee meeting. Ms. Kirby concluded her report by presenting last year's expenditures related to the marketing budget.

6. Other Business

7. Adjournment

ACTION:	Motion to Adjourn at 07:42 PM by Lori Leece
	Motion with a 3:0
AYES:	Dustin Edge, Tiffany Cossey, Lori Leece
NOES:	None
ABSTAIN:	None