

Public Notice posted in accordance
RSMo.610 as amended
by: Kimberly Barfield
City Clerk

Date/Time Posted: Friday, January 9, 2026
5:00pm

**CITY OF PACIFIC
300 HOVEN
TOURISM COMMISSION
AGENDA
TUESDAY, JANUARY 13, 2026**

<https://www.youtube.com/channel/UC9dxzhHQWbPuIQJC1N6TSig>

REGULAR

3:30 p.m.

Agenda

- I. Call to Order**
- II. Roll Call**
- III. Public Participation**
- IV. Approve Minutes from November**
- V. New Business**
 - a. Centennial Kickoff Parade in Springfield, MO**
 - b. Route magazine ad**
- VI. Old Business**
 - a. Jimmy Smooth Rat Rod show**
 - b. Google doc for sponsorship request applications**
- VII. Tourism Director Report**
- VIII. Alderman Report**
- IX. Miscellaneous**
- X. Adjournment**

The Tourism Commission will consider and act upon the Matters listed above and such others as may be presented at the Meeting and determined to be appropriate for discussion at that time.

This meeting is open to the public.

November 4, 2025* RECORD OF PROCEEDINGS

CITY OF PACIFIC
TOURISM COMMISSION
300 HOVEN DR
PACIFIC, MO 63069

MEETING

The regular meeting was called to order at 3:30 p.m. by Chairman Orris.

Present: Director Schaper, Director Thomas. Absent: Director Holloway

Other City officials present: City Clerk Barfield, Tourism Director O'Malley.

Public Participation- none

Minutes

- a. Minutes from October 14, 2025

Chairman Orris stated there is an amendment to the agenda to reflect October minutes. Motion made by Director Schaper, seconded by Director Thomas to approve the minutes. A voice vote was taken with an affirmative result.

New Business

- a. 2026 Route 66 BBQ Battle & Bluegrass festival

Chairman Orris stated this event is May 29th. The committee working on this is meeting next week for sponsorships and volunteers. If anyone wants to volunteer, please reach out to Kelly or him. He thought this was a great event that could grow in our town.

Old Business

- a. Follow up on rodeo expense

Tourism Director O'Malley stated an update for this is \$ 71,549 and revenue was \$ 86,810 with \$ 15,261 to the positive to grow the event. There were no comments.

- b. Questions for google doc for sponsorship request applications

Chairman Orris stated he worked on a form for this. He included project title, date, breakdown, overall goal, describe how it will impact tourism, is this an innovative project and sustainable and how, why do you believe it will succeed, and plan of action. He also thought a spot should be added for other funding, and if it was a fundraiser event, and a comment about including receipts. Discussion followed. Tourism Director O'Malley asked if the city should be placed on there as a sponsor? Committee members agreed. Director Schaper suggested changing sustainable to recurring. There was discussion on if the group needed to present? Committee members decided to do this as a case-by-case basis. Director Thomas suggested having these filled out for the upcoming fiscal year. Chairman Orris agreed. If the requests are received by March they can be

included in the budget. We can look at ones after that date, but it is based off of if money is still available. Discussion followed. Director Schaper would like to see a rough draft. Chairman Orris will create a draft; he will also create a link to this so they can see it online. Director Thomas liked the idea of the “bigger asks” coming in to present. Motion made by Director Schaper, seconded by Director Thomas to have Chairman Orris draft up a request form. A voice vote was taken with an affirmative result.

Tourism Director Report

Director O’Malley stated the report is in the packet. We are picking up a lot of local traffic. December 13, is Christmas on 66 from 10 am to 2 pm and is the last event for the year at Red Cedar. She passed out a 2026 list of events, which will become part of the minutes. Discussion followed regarding the events. Rt 66 Committee is spear heading the July 4th parade. The parade is at 9 am. Director Schaper asked about RR Days? Director O’Malley is still trying to work this out. Director Schaper stated she heard Big Boy would run through Pacific also.

Alderman Report – none.

Miscellaneous

Jimmy Smooth request – Chairman Orris stated the Board is still going over the budget, so we don’t want to adjust ours until they are done. As soon as we have that, Kelly will send out an updated budget.

Next meeting

Next meeting is December 9th at 3:30 pm

Adjournment

There being no further business, the meeting adjourned at 4:02p.m.



ROUTE

Magazine

MEDIA KIT



ABOUT THE MAGAZINE

ROUTE Magazine is a high-quality travel, pop culture & lifestyle print magazine that is the preeminent voice in road travel and vintage Americana focused media today. ROUTE is a national magazine that is found countrywide in Barnes and Noble and Books-A-Million stores, and in over 1500 rooms in leading venues.

Serving up the most captivating and inspiring Americana content anywhere, ROUTE specializes in taking a deeper dive into the stories behind the most fascinating and compelling people, places and history across America's blue highways.

ROUTE Magazine aims to inspire, inform, and entertain the wanderlust of both local and international visitors to America's small and large towns alike. ROUTE focuses a large amount of editorial content on stories connected to ROUTE 66, but also features key stories from destinations and attractions nationwide.

"Route 66 is considered an American and international icon, myth, carnival and pilgrimage. This celebrated road has succeeded in mirroring the mood of the United States for over nearly a century. 77.5 percent of the travelers on Route 66 are action or leisure travelers and preserving Route 66 is a good investment for the future with \$132 million spent per year in communities along Route 66." Rutgers University study.

ROUTE readers represent a key audience for your town or business. They are constantly on the lookout for experiences that are heavy in history, culture and atmosphere and are delighted to find great locations on and off of Route 66.

ROUTE Magazine is committed to work with you to bring business to your doorstep

WHAT TO EXPECT IN EACH ISSUE

Integral to the success of ROUTE Magazine is high quality editorial, sophisticated layout and design, and an unparalleled level of reader engagement within the magazine and online. ROUTE Magazine is dedicated to presenting compelling journalism, exclusive thought-provoking interviews with key actors along the route, informative feature articles on people and issues affecting the Mother Road, up-to-date news and events, and gorgeous photography, in a full-color beautifully designed package.

DID YOU KNOW?

- "Print magazines reach more adults and teens than the top 25 primetime TV programs in the US combined." Magazine Media Factbook study
- Research indicates that magazines remain the most influential, trusted and inspiring of all media platforms.
- Magazine readers are active. They are more likely traveling and living a proactive lifestyle.
- "81% of people have bought an item or visited a place after reading about it in a magazine." Magnetic study
- Magazine readers are bringing their discussions online and are more likely to blog or share a travel related experience on social media.
- The majority of international visitors and first time travelers are likely not aware of the existence of your business. It is critical to ensure that they are. You do not want their hard earned dollars spent at a competitor's business.

Reach Your Customer Before They Reach You!

READERSHIP AND DISTRIBUTION

Readership:	130,000+ Median Household Income: \$186,000	ROUTE is popular with readers across America and internationally.
• Nationwide • International via Our Digital Subscription Version	8 States: Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona & California	In 2015, over 500 Million people visited the 8 states that make up Route 66, with many of them visiting major cities along the Mother Road. You want them to be highly aware of your tourism destination.
Targeted Distribution:	<ul style="list-style-type: none">• ROUTE is on Shelves at Barnes and Noble and Books-A-Million Stores Nationwide.• ROUTE has over 32,000 unique subscribers.• Available at Many Strategic Retailers across Route 66.• In-Room Placement in over 2500 Rooms in Iconic Motels and Respected Hotels across Route 66 States.	Over 90% of all decisions on where to eat, visit, shop and sleep are made from in-room. People tend to plan while on the road. Capturing the traveler's attention before they spend their travel dollars with your competitor is critical if you want to grow your annual revenue.

ROUTE Magazine Reader Profile

- Geography: 40% International / 60% North America
- From all 50 U.S. states and about 30 foreign countries
- 60% have completed an undergraduate degree
- Age Bracket: 34 – 75 years, Median: 40+ years
- 62% married
- 97% of readers have used ROUTE to help inform and guide their road travel

Contributing Source: www.wmf.org

“\$132 million is spent every year in communities along Route 66”





ARTWORK SPECIFICATIONS

1. Supplying Material

Final material to be supplied as either:

- Press-ready PDF, prepared to Pass4Press specifications.
- TIFF files and links in CMYK at 300 dpi (minimum) at final printed size
- Adobe Indesign files with all links embedded and type outlined.

2. Preparing of Files

- Registration and crop marks must appear on all files.
- For full page advertisements with bleed, please ensure there is a bleed of 3mm on all 4 sides.
- Ensure all images are converted to CMYK. RGB images will be converted and there will be a change in color reproduction.
- Spot colors will be converted to their closest CMYK values.
- Please ensure the final design file to use is clearly identified and named.

3. Incorrectly Prepared Files

- No responsibility can be taken for files not supplied as per the above specifications.
- The publisher will not take any responsibility if any live type or artwork exceeds the type area specified.
- If the publisher is required to carry out any design work, including amendments and/or the adjusting of print-ready files, the publisher will charge for design and layout time used.

4. Delivery

- Email your print-ready PDF files to advertising@routemagazine.us
- Subject line must include name of advertiser and Issue date.

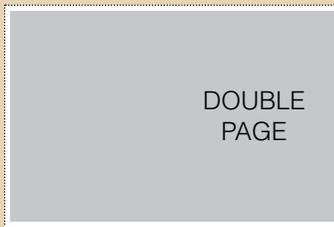
5. Guidelines

- Please keep within our trim, bleed and type area specifications.
- Ensure that all page elements required to appear entirely within the trimmed product are placed at least 10mm inside the trim areas.
- Double page material should be supplied as separate left and right hand pages.

SCHEDULE AND DEADLINE

ROUTE is a bi-monthly magazine. Our deadline for booking is the 1st of the month prior to the issue in which advertisement is to appear. Example, March 1st for the April issue. Regardless of when booking is done, all artwork must be supplied by the 1st of the respective month.

All advertising queries should be sent to info@routemagazine.us.



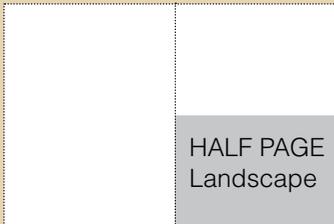
DOUBLE PAGE

Type: W 386mm x H 256mm
Trim: W 410mm x H 276mm
Bleed: 3mm all round



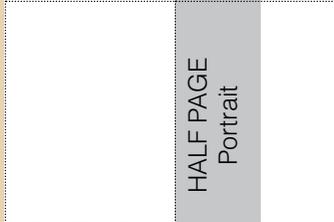
FULL PAGE

Type: W 182mm x H 254mm
Trim: W 205mm x H 277mm
Bleed: 3mm all round



HALF PAGE Landscape

Type: W 182mm x H 127mm
Trim: W 205mm x H 138.5mm
Bleed: 3mm all round



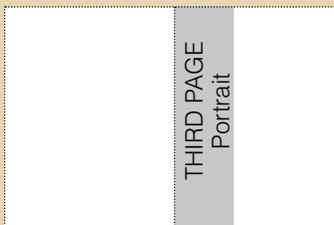
HALF PAGE Portrait

Type: W 88.83mm x H 254mm
Trim: W 102.5mm x H 277mm
Bleed: 3mm all round



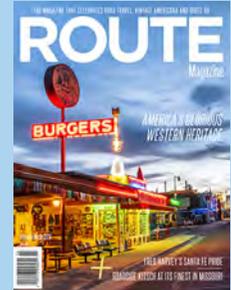
THIRD PAGE Landscape

Type: W 182mm x H 80.83mm
Trim: W 205mm x H 92.33mm
Bleed: 3mm all round



THIRD PAGE Portrait

Type: W 68.33mm x H 277mm
Trim: W 56.83mm x H 254mm
Bleed: 3mm all round



ADVERTISING

ROUTE is fully committed to working with our advertising partners and we are always seeking ways to add value to the collaboration.

Rates:

Double Page Spread	\$5000
Inside Front Cover	\$4100
Outside Back Cover	\$3800
Full Page	\$3600
Inside Back Cover	\$3000
Half Page	\$2600

All prices are in USD and exclusive of applicable taxes.

EDITORIAL POLICY

We regard editorial and advertising as independent to each other; advertising is not accepted on the basis that ROUTE will provide editorial coverage and no commitments will be given in this regard. However, we welcome editorial material for our consideration. These contributions should be directed to the Managing Editor at submissions@routemagazine.us. On receipt, our editors will consider suggestions and revert accordingly.

Tourism Director's Report for December

Attendance for 2025

- Monthly Attendance thru December 30= 1727
- YTD attendance=12,881
- Revenue thru December 30 = \$1,837.48

December:

- Route 66 Centennial Meetings both local and state
- Meeting on The Cedar Log
- Met with a few businesses to talk about Red Cedar and see if they have brochures to hand out
- Drafting reports and agendas for meetings
- Social Media updates
- Meetings/working on Route 66 Quilt Trail in Pacific
- Maintenance calls/issues/resolving
- Gathering/calling for quotes for Route 66 potential projects and for upcoming events
- Marketing for upcoming events in Pacific
- Restocking where needed in gift shop/picking up items
- Working on getting volunteers for Red Cedar and events
- Christmas on 66 meetings
- Christmas on 66
- Residential and Business Decorating contest
- 2 buses for state of MO for Travel South international
- 250th anniversary/4th of July parade meeting
- Gathering new loan items for a new exhibit
- Installing a new exhibit in museum
- Economic Development/tourism meeting
- Working on 2026 event calendar
- Creating ads for 2026
- Route 66 BBQ Battle & Bluegrass Festival planning meeting for 2026
- Interviews for magazines talking about Pacific, Red Cedar Inn, and Route 66
- Working on getting republication of In Retrospect into production
- 2nd round of Hometown Hero banners turned into Sign Experts
- Met with many different representatives and vendors for Route 66 products for gift shop
- Attended grand opening for BIGFOOT Collection
- Working on in collaboration with The Leader, Wildwood, and Eureka for a free travel guide

Projects being worked on:

- Finding volunteers
- Developing a marketing plan for 2026
- Route 66 implementation of ideas from the committee
- Preparing for meeting for Route 66 centennial on how businesses and residents can participate.
- Gathering info 2026 displays/exhibits
- Interviews with people who grew up in Pacific or have a lot of knowledge about Pacific. This is ongoing. We are keeping it up on Youtube. Once an interview is set, it can take up to 2 hours of conducting the interview. Then time is needed to edit and publish.
- Accessioning.
- Photos and newspaper digitization.
- Updating Interactive Format
- Genealogy obits. This includes cutting out the obits, logging into the computer, alphabetizing and placing in correct binders
- Scanning deeds of gifts into computer

- Route 66 Centennial Celebration
- Creating checklists and handbooks for Red Cedar and Events
- Gathering information on sponsorship and grant opportunities for Historical and Route 66
- Stencils for businesses that would put Route 66 in their drives
- Route 66 quilt square project
- Historical Plaque Project

Routine items:

- Cleaning/maintaining Red Cedar
- Returning phone calls and emails
- Asking businesses for brochures or flyers to help advertise to visitors and residents
- Keeping things organized and stocked and sanitized in Kid's Museum
- Historical Society planning and meeting
- Tourism Commission planning and meeting
- Safety meeting
- Facebook posts of upcoming events in the area that are shared with us
- Route 66 Centennial planning and meeting
- Talking with visitors and guests about Pacific and learning about their trip on Route 66
- Taking in loan and donation items
- Getting Red Cedar and Pacific on different websites and places to visit
- The Cedar Log monthly newsletter
- Scheduling
- Meeting with local businesses and owners to see what events are coming up and helping get word out
- Connecting with other cities to get our pamphlets out and letting them know about Pacific
- Making connections with other Route 66 cities
- Logging attendance, loans, research requests, revenue
- Work on research requests
- Speaking with visitors and guests