

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

Date/Time Posted: Friday, February 6, 2026
5:00pm

**CITY OF PACIFIC
300 HOVEN
TOURISM COMMISSION
AGENDA
TUESDAY, FEBRUARY 10, 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**
- V. New Business**
 - a. Kathleen Meier/Realty Executive sponsorship request**
 - b. Picnic tables**
 - c. The Leader ad discussion**
- VI. Old Business**
 - a. Centennial Kickoff Parade in Springfield, MO**
 - b. Route 66 magazine ad**
 - c. Google doc for sponsorship request applications-Max**
- 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.

January 13, 2026* 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, Director Holloway.

Other City officials present: Alderman Kelley, City Clerk Barfield, Tourism Director O'Malley, Administrator Litterell.

Public Participation- none

Minutes

- a. Minutes from November 2025

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. Centennial Kickoff Parade in Springfield Mo

Tourism Director O'Malley stated the national kickoff is in Springfield on April 29th and the parade is May 1st at 6:00 pm. They asked that we put something in the parade. She will be there participating in the parade. There could be discussion about a float. Chairman Orris thought this was a good idea. She continued the float would be no cost. If anybody wanted to help, please let her know. The whole schedule has not been released yet. Director Holloway asked about the meeting place for the parade. Tourism Director O'Malley sits on the state commission, so they booked all the rooms.

- b. Route magazine ad

Tourism Director O'Malley stated the Route Magazine is the larger magazine and the focus is Route 66. The costs are more than what we usually pay for an ad. A half page is \$2,600. They are willing to do a half page of \$ 2,000 because they are huge fans of the town. She suggested the summer edition. We do have the money in the marketing line. They are distributed all across the US. This is a subscription magazine. Director Thomas asked if we wanted to do a full page could we combine a tourism budget ad along with private business in the city that would want to participate as well. This would give us a bigger ad, if possible. Administrator Litterell stated he would be cautious. All of them would need an opportunity to participate. Chairman Orris agreed, but could add lodging opportunities. He thought since it was a subscription based; it added value. The deadline is 1st of month prior to the issue we want to be in. Director Schaper asked what they could do editorially with the whole city on this? Tourism Director O'Malley

stated they did an article on Red Cedar last year. The committee will look it over more and come back next month.

Old Business

- a. Jimmy Smooth Rad Rod show

Chairman Orris stated the total ask is \$ 2,198.72; \$ 758 for t-shirts, \$ 1,439 for sweat shirts. This is really a donation to Anne's Home, which is who they donate the funds to. This is the items they sold at the show. Chairman Orris stated line 243-00 has \$ 10,000 in it for the Tourism Commission. **Motion made by Director Holloway, seconded by Director Thomas to approve the full amount of \$ 2,198.72.** Discussion followed. Director Schaper would rather fund half the amount, and going forward not fund any request to the full amount. Director O'Malley stated she thought Reality Executive might come forward and ask for funds for an Easter Egg hunt. Director Thomas thought going forward we are moving to the Google Doc's for planning and we should know. **A voice vote was taken with an affirmative result. Abstain: Director Schaper. Chairman Orris declared the motion carried.**

- b. Google doc for sponsorship request application

Chairman Orris will get this out for the next meeting.

Tourism Director Report

Director O'Malley stated Red Cedar has had 485 visitors already. There is a corvette group coming by Saturday. There are a lot of events coming up the first half of the year. These include Singo, Easter Egg Hunts, Route 66 BBQ and Bluegrass, 4th of July parade. Railroad Days – working on. Big Boy Steam Engine – going coast to coast, trying to get them to stop in Pacific.

Alderman Report – Alderman Kelley stated they will be reviewing budget overall. When the process for donations changes please submit to her and she will get board approval. All invoices will go through the list of bills for board approval. Chairman Orris stated they are still short one person.

Miscellaneous

Next meeting

There was discussion regarding the set meeting dates. Director Holloway stated Monday and Tuesdays are hard for him, and Wednesday and Thursdays are better for him. Director Schaper will not be at the February meeting. The next meeting is February 10th at 3:30 pm and if Director Holloway cannot make it, he will let someone know.

Adjournment

Motion made by Director Schaper, seconded by Director Thomas to adjourn the meeting. A voice vote was taken with an affirmative result.

There being no further business, the meeting adjourned at 4:00 p.m.



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Arnold & Jefferson	\$265	\$375	\$480	\$704	\$956	\$1,125	\$1,393	\$1,739
Eureka/Wildwood & West	\$193	\$250	\$330	\$462	\$551	\$680	\$871	\$978
Jefferson	\$161	\$218	\$283	\$423	\$561	\$674	\$844	\$1,042
Eureka/Wildwood	\$145	\$196	\$255	\$342	\$397	\$516	\$594	\$676
Arnold	\$137	\$185	\$240	\$360	\$477	\$573	\$715	\$887
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Tourism Director's Report for January 2026

Attendance for 2026

- Monthly Attendance through January 27= 865
- YTD attendance=865
- Revenue through January 27 = \$2,147.90

January:

- 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 follow up meeting
- 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
- Republication of In Retrospect into production
- Met with many different representatives and vendors for Route 66 products for gift shop
- Working on Adult and Teen Easter Egg Hunt
- SINGO meetings
- Working on in collaboration with The Leader, Wildwood, and Eureka for a free travel guide
- Corvette club visit on 66
- Reaching out to car clubs about visits and pop-up car shows for the summer
- Putting together 2025 stats

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
- 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