

## **Open Citizen Comment Procedure**

- 1) Public Hearings – Any citizen is allowed to ask questions and/or make comments during any public hearing scheduled for a particular issue.
- 2) “Citizen Communication” – Public comment can be provided on any item on the agenda or on issues affecting the City not on the agenda. Public comments should generally be limited to 3-5 minutes. Citizens are encouraged (but not required) to contact City Administration one week prior to the meeting, preferably in writing, to be placed on the agenda. Doing so provides Council an opportunity to give consideration to the issue/comment.

## **COUNCIL PRAYER**

Ministerial Alliance

## **AGENDA OF THE ROLLA CITY COUNCIL**

**Tuesday, February 18, 2020**

**901 North Elm Street**

**City Hall Council Chambers**

**6:30 P.M.**

## **PLEDGE OF ALLEGIANCE**

Councilwoman Rachel Schneider

### **I. PUBLIC HEARINGS**

None.

### **II. SPECIAL PRESENTATIONS**

- A) 2019 Fourth Quarter and 2019 Year End Tourism Reports–  
(RACC Executive Director Stevie Kearse)
- B) 2020 Tourism Marketing Plan – (RACC Executive Director Stevie Kearse)
- C) 2020 First Quarter Rolla Municipal Utilities Report – (RMU General Manager Rodney Bourne)

### **III. OLD BUSINESS**

None.

### **IV. NEW BUSINESS**

- A) **Ordinance** Authorizing the Application of Free Traffic Safety Grants through the Missouri Department of Transportation (MoDOT) - (Police Chief Sean Fagan) –  
**First Reading (final reading requested)**
- B) **Resolution** Authorizing the Mayor to Enter into an Agricultural Lease at the Rolla National Airport – (City Administrator John Butz) – **Motion**
- C) **Ordinance** Amending Section 27-107 of the Code Pertaining to Parking –  
(City Engineer Darin Pryor) – **First Reading**
- D) **Ordinance** Reapproving the Minor Subdivision Final Plat of Quik Trip #7067 –  
(City Planner Tom Coots) – **First Reading (final reading requested)**

### **V. CLAIMS and/or FISCAL TRANSACTIONS**

- A) **Motion** Awarding Bid for SplashZone Sandblasting & Refinishing/Repainting –  
(Parks Director Floyd Jernigan) – **Motion**

**VI. MAYOR/CITY COUNCIL COMMENTS**

**VII. CITIZEN COMMUNICATION**

A) Open Citizen Communication

**VIII. COMMENTS FOR THE GOOD OF THE ORDER**

**IX. CLOSED SESSION**

Pursuant to RSMo. 610.021(12), the Rolla City Council will discuss the following in Closed Session:

A) Real Estate

**X. ADJOURNMENT**

# Tourism Report

## 2019

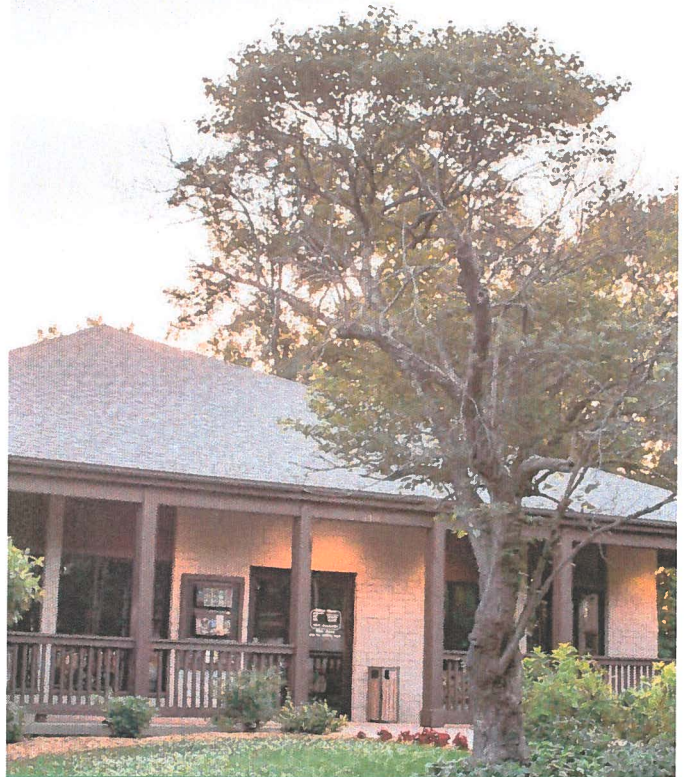
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February 18, 2020

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Rolla Area Chamber of Commerce  
Authored by: Stevie Kears

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visit  
**Rolla**

# 2019 Tourism Report

The following is a report of the tourism efforts of the Rolla Area Chamber of Commerce for the 4<sup>th</sup> Quarter of 2019 and the year end (2019) benchmarks. The RACC has a contract for Tourism services with the City of Rolla. The information provided in this report reflects the services outlined in that contract.

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# Motel Tax Revenue & Expenses for 2019

## 2019 Tourism Budget

This budget was approved by the RACC Board of Directors. The chart outlines the budget compared to each quarter with year-end totals.

Tourism Income	Budget	Jan-Mar	Apr-June	July-Sept	Oct-Dec	YTD
Motel Tax	\$ 300,000.00	\$ 64,352.46	\$ 68,639.06	\$ 83,811.65	\$ 99,723.83	\$ 316,527.00
Interest	\$ 300.00	\$ 98.10	\$ 85.48	\$ 83.63	\$ 73.49	\$ 340.70
Miscellaneous	\$ 25.00				\$ -	
Special Events	\$ 8,000.00	\$ 7,922.00	\$ 100.00	\$ -	\$ -	\$ 8,022.00
<b>TOTAL</b>	<b>\$ 308,325.00</b>	<b>\$ 72,372.56</b>	<b>\$ 68,824.54</b>	<b>\$ 83,895.28</b>	<b>\$ 99,797.32</b>	<b>\$ 324,889.70</b>
<b>Tourism Expenses</b>						
<b>Building Expenses</b>						
Land Payment	\$ 25,550.00	\$ 6,387.39	\$ 6,387.39	\$ 6,387.39	\$ 6,387.39	\$ 25,549.56
Insurance - Buildings	\$ -				\$ 1,500.00	\$ 1,500.00
Interest on Remodel Loan	\$ 1,500.00	\$ 341.80	\$ 333.89	\$ 300.06	\$ 280.19	\$ 1,255.94
Parking Lot Repair	\$ 4,717.55	\$ 3,000.00	\$ 1,717.55			\$ 4,717.55
Maintenance, Landscaping	\$ 11,000.00	\$ 467.45	\$ 1,171.22	\$ 981.62	\$ 878.04	\$ 3,498.33
Building Reserve	\$ 5,400.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 5,400.00
Cleaning Services	\$ 6,500.00	\$ 2,172.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 6,672.00
Utilities	\$ 6,500.00	\$ 1,507.86	\$ 1,182.29	\$ 1,439.19	\$ 1,386.98	\$ 5,516.32
<b>Operating Expenses</b>						
Accounting	\$ 5,750.00	\$ 400.00	\$ 3,025.00	\$ 350.00	\$ 650.00	\$ 4,425.00
Advertising	\$ 35,000.00	\$ 8,270.94	\$ 5,749.50	\$ 2,614.00	\$ 3,290.49	\$ 19,924.93
Banking Fees		\$ 27.35				\$ 27.35
Brochure	\$ 3,000.00		\$ 1,912.19		\$ -	\$ 1,912.19
Tourism Partnership Grant	\$ 15,000.00	\$ -	\$ 1,750.00	\$ 5,000.00	\$ 4,500.00	\$ 11,250.00
Sports Grants	\$ 30,000.00	\$ 1,000.00	\$ -	\$ 5,250.00	\$ 20,250.00	\$ 26,500.00
Dues & Subscriptions	\$ 3,500.00	\$ 3,664.00	\$ -	\$ -	\$ -	\$ 3,664.00
Insurance - Health/Life	\$ 26,000.00	\$ 5,355.53	\$ 8,020.37	\$ 4,399.08	\$ 5,139.58	\$ 22,914.56
Insurance - General/Auto/Cyber	\$ 1,750.00	\$ 600.00	\$ 1,197.50		\$ -	\$ 1,797.50
Insurance - D&O	\$ 613.00				\$ 612.50	\$ 612.50
Insurance - Work Comp	\$ 715.00	\$ 405.25	\$ 395.25	\$ 114.00	\$ -	\$ 914.50
Miscellaneous	\$ 100.00				\$ -	\$ -
Office Equipment Lease/Maint	\$ 6,500.00	\$ 2,927.39	\$ 1,233.15	\$ 1,145.76	\$ 1,680.80	\$ 6,987.10
Office Supplies	\$ 5,000.00	\$ 2,525.53	\$ 2,025.87	\$ 2,317.31	\$ 2,052.82	\$ 8,921.53
Postage	\$ 2,500.00	\$ 313.68	\$ 501.16	\$ 405.98	\$ 523.10	\$ 1,743.92
Professional Fees	\$ -		\$ 53.00		\$ -	\$ 53.00
Signage	\$ 15,000.00	\$ 5,900.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 14,900.00
Telephone	\$ 3,000.00	\$ 580.99	\$ 623.11	\$ 623.75	\$ 619.17	\$ 2,447.02
Travel & Meetings	\$ 2,500.00	\$ 198.41	\$ 1,155.93	\$ 261.96	\$ 1,817.42	\$ 3,433.72
Web Maintenance/E-Newsletter	\$ 3,500.00			\$ 534.77	\$ 5,087.27	\$ 5,622.04
<b>Payroll</b>						
Payroll/Taxes/Employee Retirement	\$ 120,000.00	\$ 31,983.57	\$ 31,349.60	\$ 31,750.03	\$ 32,700.26	\$ 127,783.46
<b>Other</b>						
Special Events/Promotion	\$ 8,000.00	\$ 3,459.90	\$ 4,316.15		\$ -	\$ 7,776.05
Special Projects	\$ 2,000.00				\$ -	\$ -
Education (Staff/Board)	\$ 500.00		\$ 10.00		\$ -	\$ 10.00
Hospitality	\$ 300.00	\$ 168.48	\$ 413.41	\$ 247.49	\$ 326.89	\$ 1,156.27
Group Tour Service	\$ 1,000.00		\$ 136.34	\$ 44.46	\$ -	\$ 180.80
Rolla Video/Photography	\$ -				\$ -	\$ -
Tradeshaw Fees	\$ 1,000.00				\$ -	\$ -
<b>TOTAL CASH OUT FLOW</b>	<b>\$ 353,395.55</b>	<b>\$ 83,007.52</b>	<b>\$ 80,509.87</b>	<b>\$ 70,016.85</b>	<b>\$ 95,532.90</b>	<b>\$ 329,067.14</b>
<b>CASH AT END OF PERIOD</b>	<b>\$ (45,070.55)</b>	<b>\$ (10,634.96)</b>	<b>\$ (11,685.33)</b>	<b>\$ 13,878.43</b>	<b>\$ 4,264.42</b>	<b>\$ (4,177.44)</b>

## 2019 Motel Tax Revenues

This first chart outlines the Motel Tax income for each quarter, the year-end total and a comparison to the budgeted amount for 2019. You will see that we ended the year over the projected budgeted income by \$16,527.

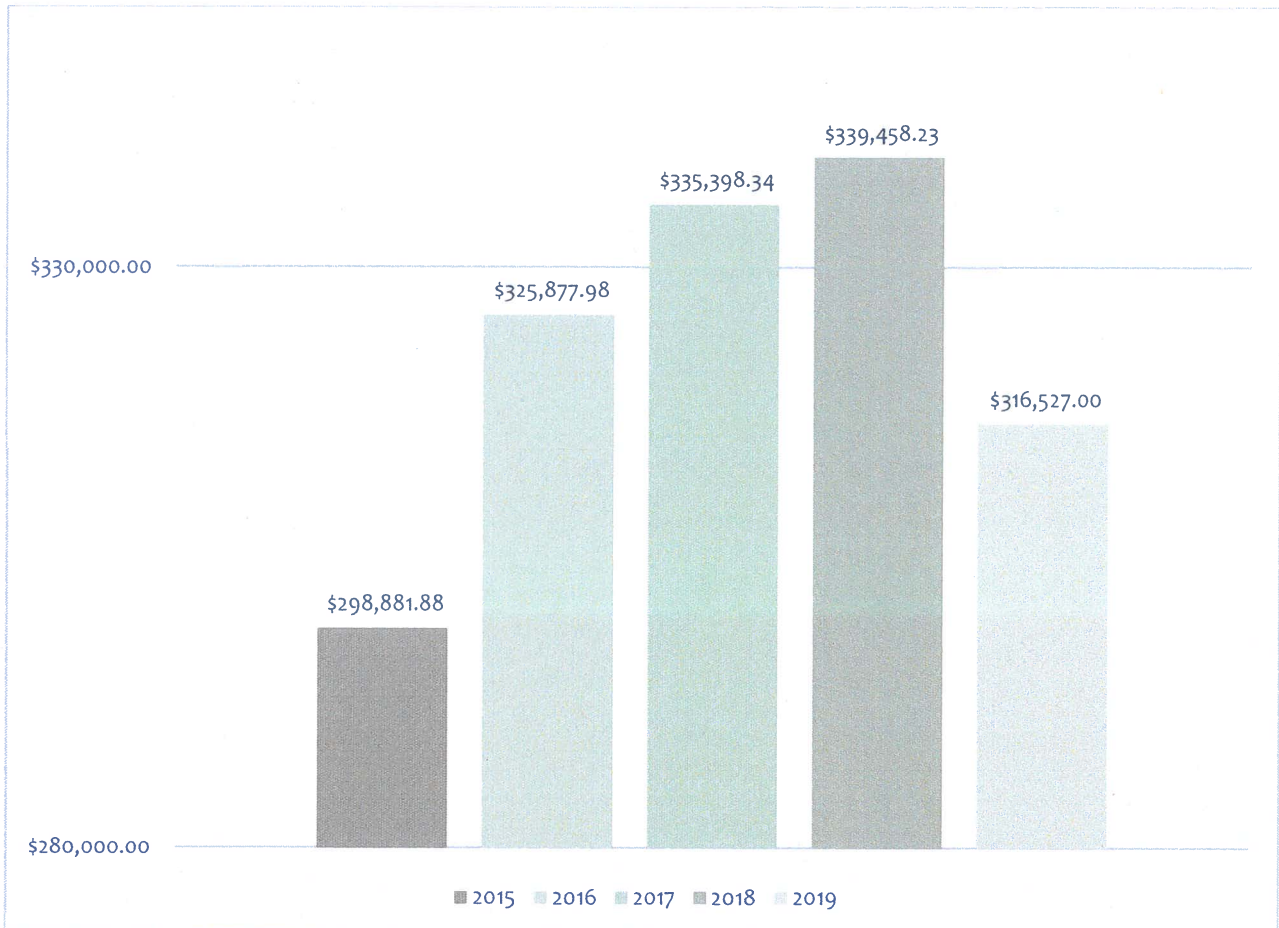
### 2019 Motel Tax Revenue – Quarter, Year End, Budget



This second chart compares year end Motel Tax income for the past 5 years. We have had a steady climb in revenue until 2019. However,

- we lost a hotel in 2017
- in 2018 we had several hotel stays of construction crews that were staying in the hotels with the construction of Hwy 72 and other projects, we didn't have these additional stays in 2019
- we have lost a few events that brought in hotel stays such as Project Lead the Way
- one event that still comes to Rolla with a lot of attendance and guests, Licking Summer Camps, continues to utilize more dorms and less hotels which impacts our Motel Tax dollars
- we also have 47 Air BnB's in the Rolla area that range from \$25-\$250/night. The tourism tax is not paid when someone stays in a local Air BnB.

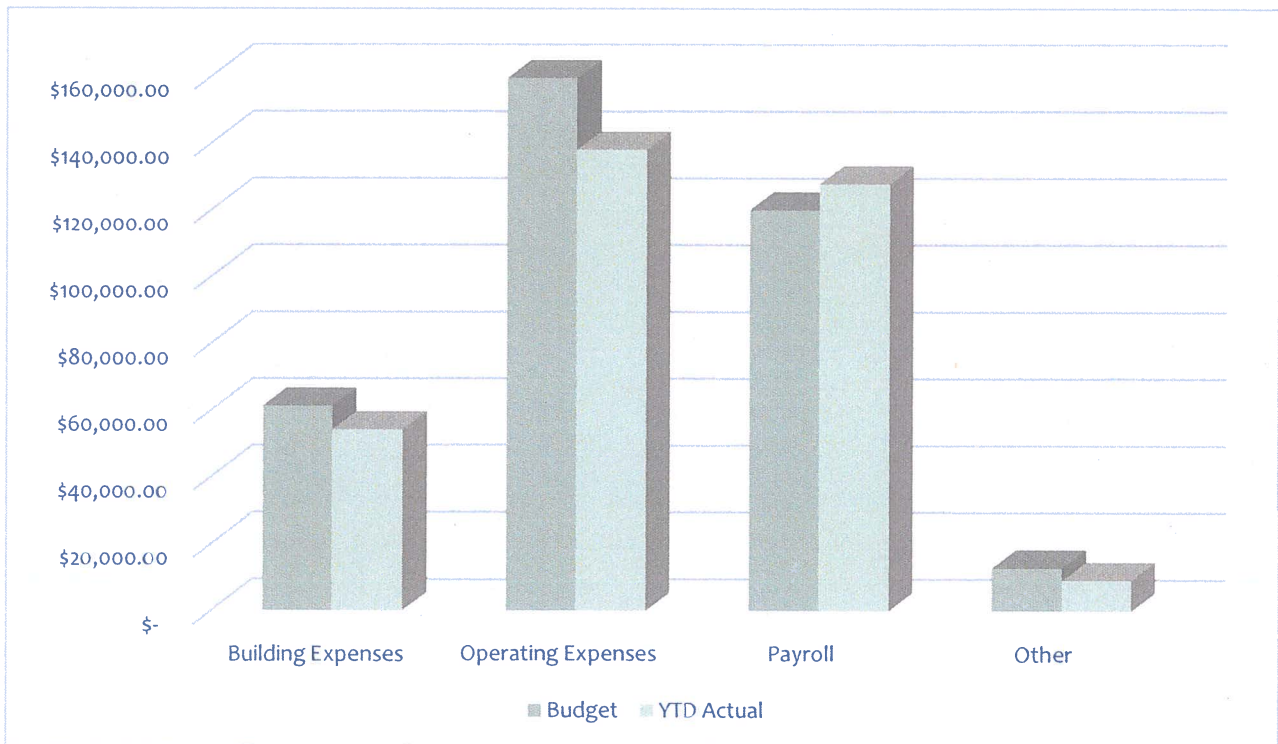
**Year End Motel Tax Revenue 2015-2019**



## 2019 Tourism Expenses

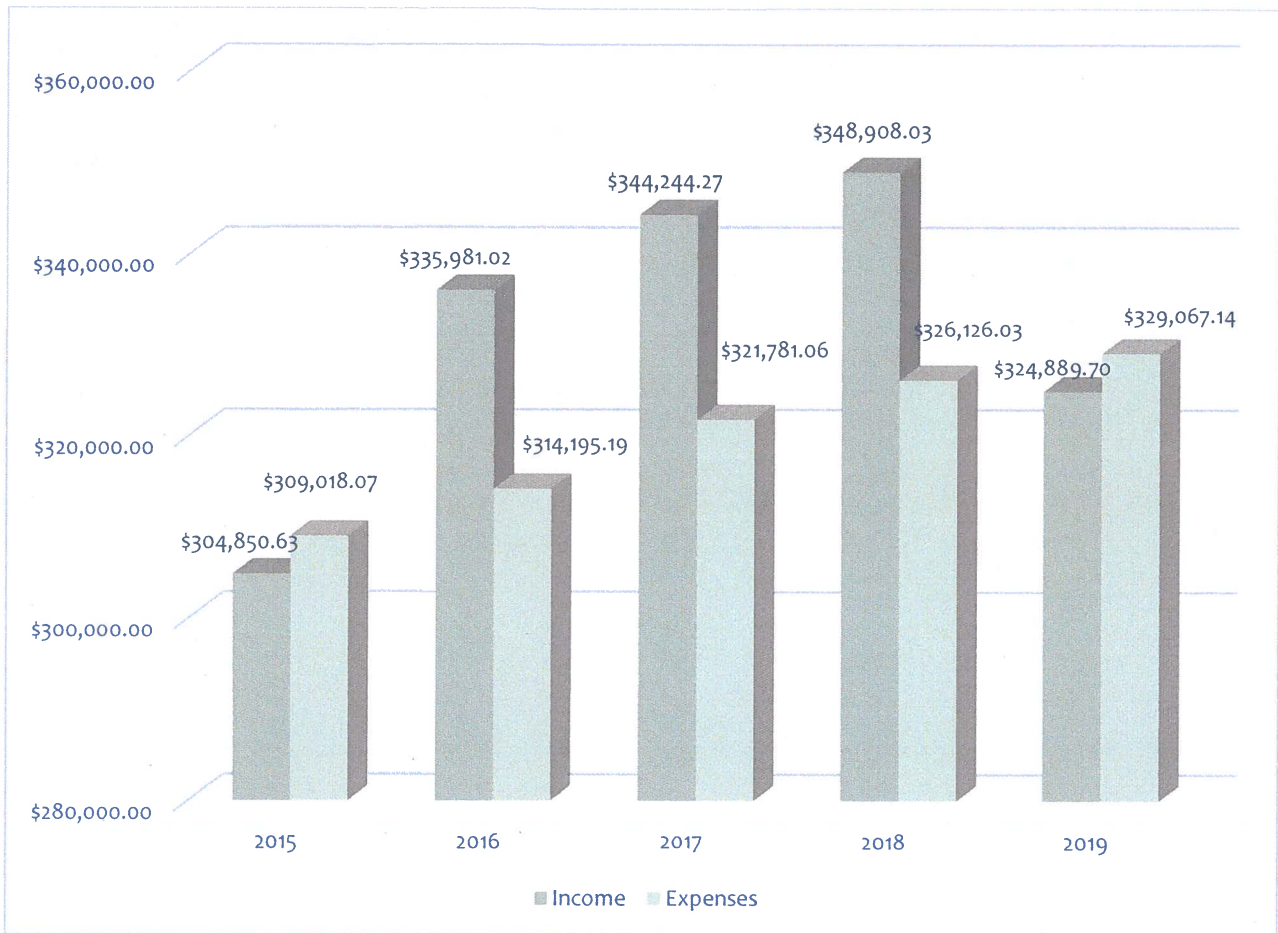
This first chart outlines the tourism expenses for 2019 and breaks them down into four categories; Building Expenses, Operating Expenses, Payroll, and Other Expenses. These expenses are then compared to the budgeted figures for the year.

### 2019 Tourism Expenses Budget vs. Actual





This second chart compares tourism income to expenses for the past five years.



## 2019 Tourism Marketing Efforts

The following detail will outline the marketing efforts for the 4<sup>th</sup> Quarter of 2019. This detail includes projects that we have worked on, tourism related events, advertisements, tourism partnership grants, sports tourism grants, and land/building maintenance work.

### Tourism Related Events/Projects

**ROMO Proud** - We are collaborating with RDBA to develop a “Flat Stanley” style campaign to promote Rolla on social media. We’ve designed a cut out with the words “ROMO Proud” on it and are encouraging folks to take it with them on trips and use it in photos that they post on their social media with #ROMOproud.

**Rolla/Phelps County Map** - We delivered new Rolla/Phelps County maps to the City, County, all the hotels. These maps are available for any business or organization to hand out. Please contact our office if you would like a supply of maps delivered to you.

**Great Race** - We met with the organizers of the Great Race recently and finalized the route that they will be taking through Rolla. Lunch will be served at Di Trapani’s and we will use the large parking lots on the back side of Benton Square to park the race cars. We are planning other activities to coincide with the Great Race.

**New Website** - We are in the process of revamping VisitRolla.com. We are working with Hoop Skirt Media; they built the original website. We plan to roll out the redesigned site in late Spring.

**Fashion Show** - We attended a focus group meeting hosted by the RHS Leadership class. They were seeking ideas for a new event they are planning modeled after Springfield’s 417 Fashionation.

**New Employee** - We hired a new tourism administrative assistant, Bailey Barnes. Bailey started on November 12 and has already proven to be a huge asset.

**Give Christmas** - We hosted the Give Christmas program. We had over 100 children in the program this year. Thanks to the generosity of the Rolla community, every child in the program received Christmas gifts.

**St. Pat’s 5K/Beer Run** - We are in the planning process for the Annual St. Pat’s 5K and Beer Run. This event benefits the Destination Rolla fund, which provides funding for tourism-related projects in our community. We have chosen the Rolla Saddle Club to receive the proceeds in 2020.

## Marketing Efforts

### Radio

- Morning Mayor – every Wednesday we are a guest on the Morning Mayor Show on Results Radio, 99.7 FM. This gives us an opportunity to talk about Tourism events/attractions/businesses in the area. We always promote the various ways that listeners can get additional information on things happening in the area.

### Social Media

We use our social media platforms of Facebook and Instagram to promote tourism related events, attractions and businesses in the area. Social Media is a great platform to inform people about everything going on in the area with little to no expense. It also allows us an avenue to share photos and videos.

- **VisitRolla Facebook** – We ended 2019 with 2567 followers. Here is a snapshot of our Facebook activities during 2019.

	Posts	Reach	Engagement	Shares	Boosts
January	11	6277	299	22	0
February	17	11872	271	19	1
March	32	20223	1536	162	0
April	16	11049	1098	46	0
May	8	3960	207	19	0
June	13	8196	905	35	0
July	13	12372	580	48	1
August	13	3790	153	4	0
September	15	4988	225	11	1
October	13	10670	439	49	2
November	9	3482	174	7	1
December	11	7102	479	7	1
<b>TOTAL</b>	<b>171</b>	<b>103,981</b>	<b>6,366</b>	<b>429</b>	<b>7</b>

- **VisitRolla Instagram** – This platform is still new for us. We launched our Instagram page in February of 2018. Our followers continue to grow. We ended 2019 with 574 followers.

	Posts	Likes	Comments
January	0		
February	3	216	
March	5	65	5
April	4	109	
May	4	80	2
June	2	32	
July	3	150	
August	0		
September	3	53	1
October	1	27	1
November	2	29	
December	4	63	
<b>TOTAL</b>	<b>31</b>	<b>824</b>	<b>9</b>

- **Explore the Fort Facebook Page** – we can post content on this new Facebook page that was created by the Sustainable Ozark Partnership (SOP) to promote the communities outside of the base. This page currently has 650 followers.

### Text Alerts

- **ROLLA (57838)** – We started our Text Alerts at the end of February 2019. This method of communication continues to grow with our followers. If you text the word ROLLA to 57838, you will be added to our list. We periodically promote events happening in the area and drive traffic back to our website for more information. We currently have 111 people subscribed to this service.

### Billboards

We have two billboards along I-44. One is East Bound and the other one is West Bound.





## E-Newsletter

- **The Source** – this is our e-newsletter that is sent out to 1316 subscribers. This newsletter is emailed out at the first of each month and highlights events happening during the month. Anyone can subscribe to this newsletter by going to [visitRolla.com](http://visitRolla.com).

## Print

Our focus with print media is to reach as many audiences as possible but also to establish relationships with these publications to encourage additional media coverage of our attractions in the area.

During the fourth quarter, we advertised in the following magazines:

- We placed a quarter-page ad in the Sept/Oct issue of Missouri Life.
- We placed a quarter-page ad in the November issue of Missouri Life.
- We place a quarter-page ad in the winter issue of Show Me Missouri magazine.
- We place ad is surrounding newspapers that promoted Rolla Unwrapped.

## Ad Samples of the 4<sup>th</sup> Quarter



Rolla Area Chamber of Commerce & Visitor Center

**the source**

Your Source for Rolla Happenings & Events

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**Leach Theatre Presents: Ryan & Ryan**

Back by popular demand! Ryan & Ryan is a dynamic father-son piano duo that blends classic and contemporary music into an enthralling concert experience. From Rachmaninoff to Gershwin to Billy Joel, Donald and Barron Ryan will once again combine their talents on the Leach Theatre stage to create a dazzling blend of old and new schools.

Ryan & Ryan is a proven hit with audiences of all generations. Their inventiveness, infectiousness, skill and general joy of life make for irresistibly engaging performances. To sum it up, they make music that inspires.

Saturday, January 25, 2020 7:30 pm  
Leach Theatre  
Tickets: Adults \$35, Youth \$30  
[More Information](#)

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**Ozark Actors Theatre Presents: Murder Mystery**

OAT presents a Murder Mystery Dinner on Saturday, February 29, 2020. This event takes place at Christ Episcopal Church. Doors open at 5:30 am for a silent auction, wine tasting, and passed appetizers.

Tickets are \$55 per person. Each ticket includes a four-course meal (menu TBA) if you are interested in purchasing a table, please email [Leans@oat.org](mailto:Leans@oat.org).

[More Information](#)

## Grants

The Rolla Area Chamber of Commerce has two grant programs available, the Tourism Partnership Grant and the Sports Tourism Grant; both are funded by motel tax dollars. The purpose of these grants is to attract visitors from outside a 50-mile radius and encourage overnight stays in Rolla motels. Funds are awarded on a first-come, first-serve basis according to budget. Grant funds can be used for any aspect of the event. Both grants are reimbursement grants; funds will be disbursed once applicant has submitted a final report.

The following is a list of grants that were funded during the 4th Quarter of 2019.

### **Tourism Partnership Grants:**

- Rolla Sister City Committee; 2019 Christkindl Markt and Lichternacht - \$1,000

### **Sports Tourism Grants:**

- Split Second Timing; 2019 Galloping Gobbler 5K/10K - \$250
- Missouri S&T Track & Field; 2020 GLVC Conference (April 30 - May 2) - \$5,000.
- Missouri Conservation Heritage Foundation; 2020 Conservation Heritage Open State Qualifier, an archery competition for kids 4th grade through 12th grade - \$1,000.

## Land/Building Issues

**Roofs** – In December we replaced the roofs on the 5 buildings, other than the Visitor Center, on the property. The total project cost \$22,755.00 and the work was completed by Precision Roofing. The project was pre-approved by the State Historic Preservation Office (SHPO). This was a tear off and replacement of all 5 roofs. Photos of the process were taken and sent to SHPO for record purposes.

## Benchmarks

The following reports include the performance benchmarks that were outlined in the contract between the City of Rolla and the Rolla Area Chamber of Commerce.

The benchmarks include:

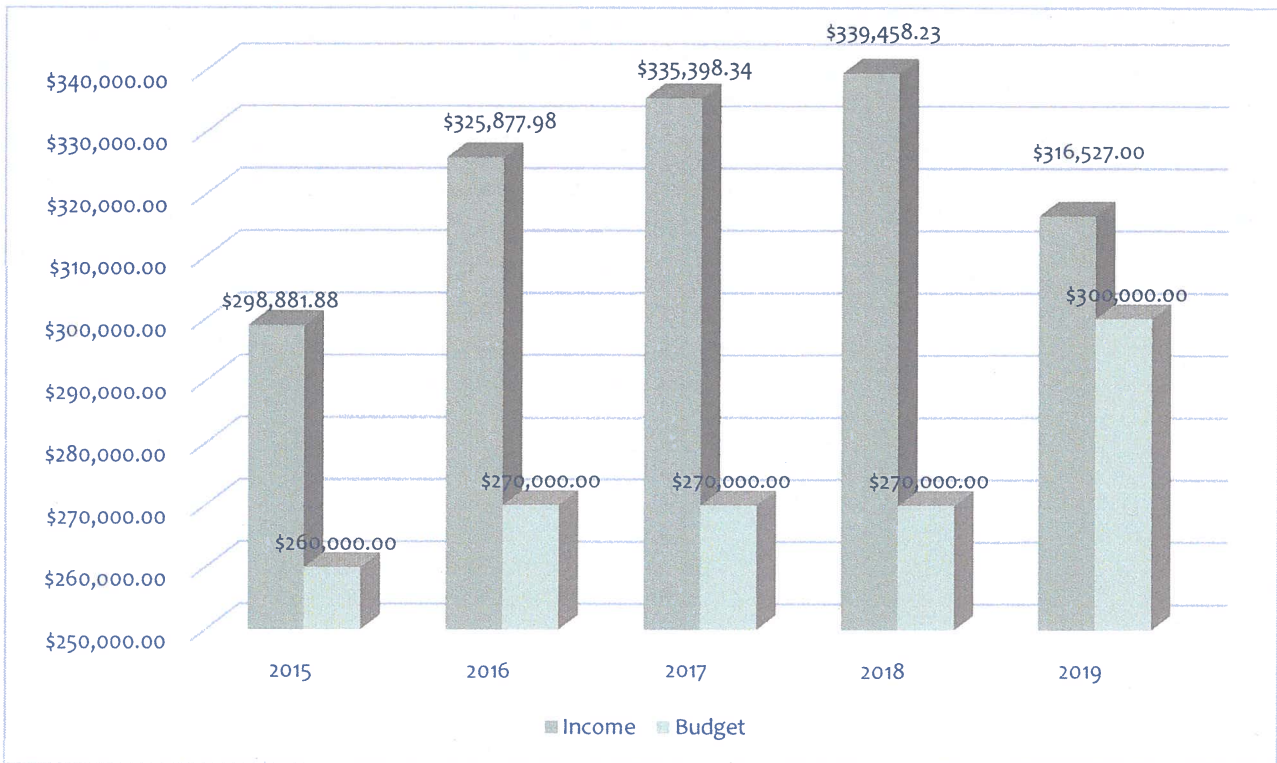
- Motel Tax collected compared to prior years,
- Rolla Sales Tax collected compared to prior years,
- number of visitors to the Visitor Center compared to prior years,
- number of hits on the tourism website compared to prior years,
- impact of tourism grants for a year (visitors/night stays),
- Hotel/Motel Occupancy Report (Average Daily Rate, Occupancy, Financial),
- Advertising Outline and Impact (Print, Radio, Web, Social Media, Billboards),
- Website Stats, Visitor Center Stats, Gross Retail Sales Tax.

## Motel Tax Performance

This report reflects 90% of the motel tax that is collected by the City of Rolla. The additional 10% of the collected tax is kept by the City for tourism related services and administration fees.

This chart shows the five-year comparison of Motel Tax income vs the budgeted amount expected. The RACC Board of Directors has purposely budgeted conservative income amounts. We have been fortunate throughout the years to have strong income from the motel tax.

## Motel Tax Income vs. Budget



## Lodging Performance

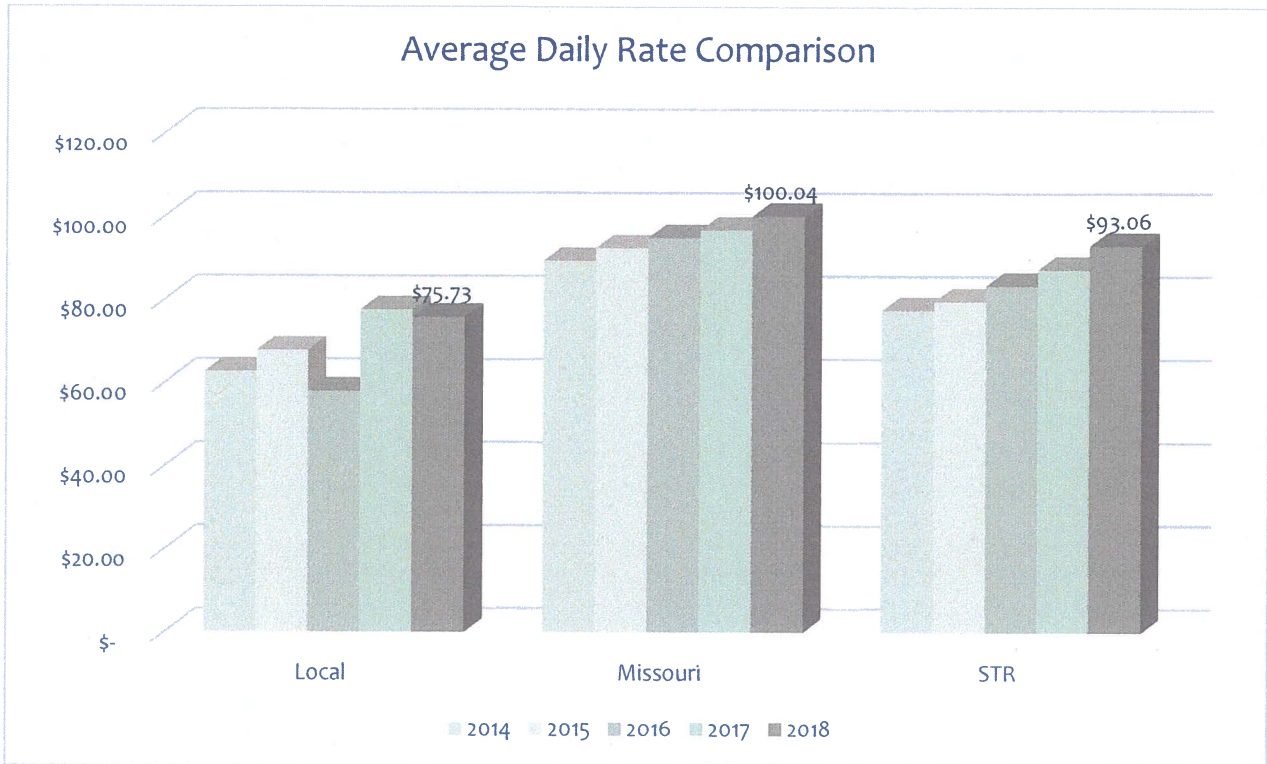
This data is compiled from two different resources; Smith Travel Research (STR), and the City of Rolla. STR is a service that we pay for, and the chain hotels report their figures to this service. This is a trusted source for the reported information as hotels will use this data to track their performances and compare it to their competitors. STR provides the information reported from our local hotels, however we don't know the names of who is reporting what information. STR also provides the information for the state as well. The information that the City of Rolla collects from local hotels is compared to the information collected from STR.

This first chart reflects a comparison of the Average Daily Rate reported locally, the state average and the information collected from local hotels on the STR report.

With the information that we collected locally and from STR, you can see that the ADR for the Rolla hotels is below the state average for 2018.



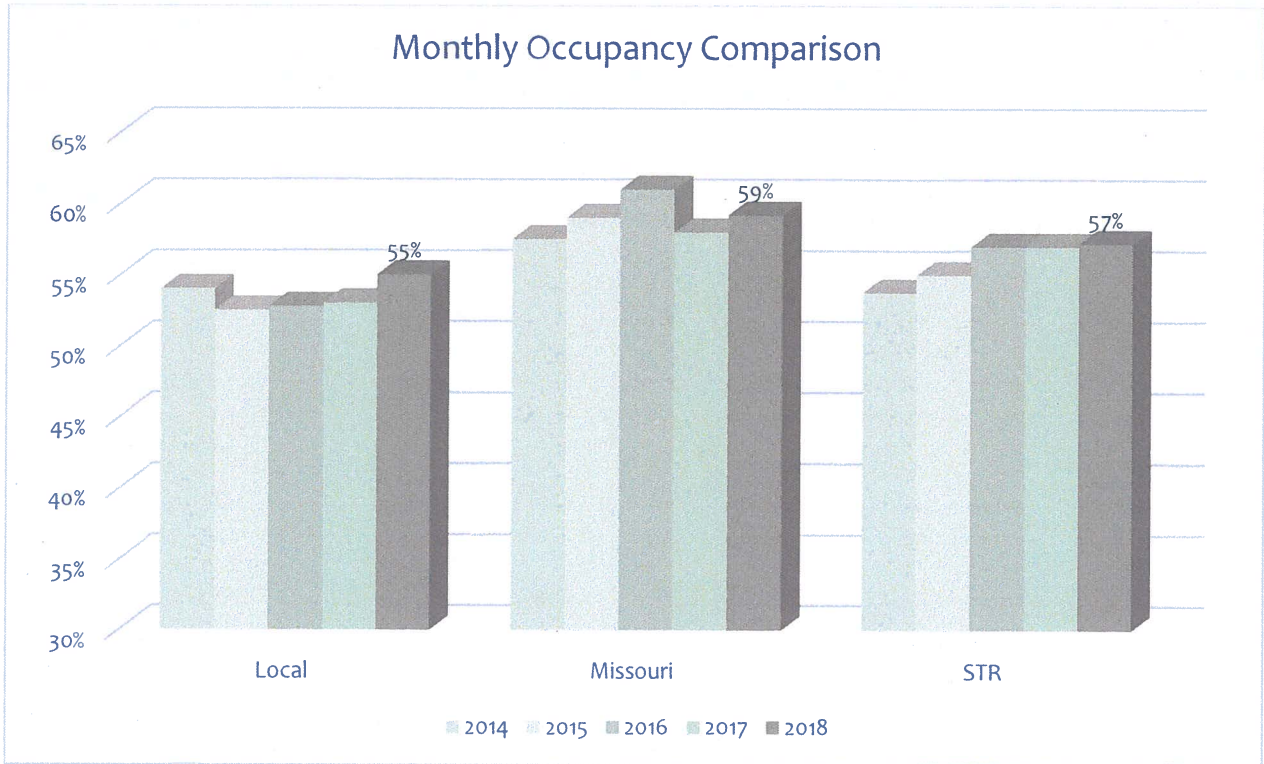
## Average Daily Rate Comparison



This next chart reflects a comparison of the Monthly Occupancy reported locally, the state average and the information collected from local hotels on the STR report.

With the information that we collected locally and from STR, you can see that the occupancy for the Rolla hotels is slightly below the state average for 2018.

## Monthly Occupancy Comparison



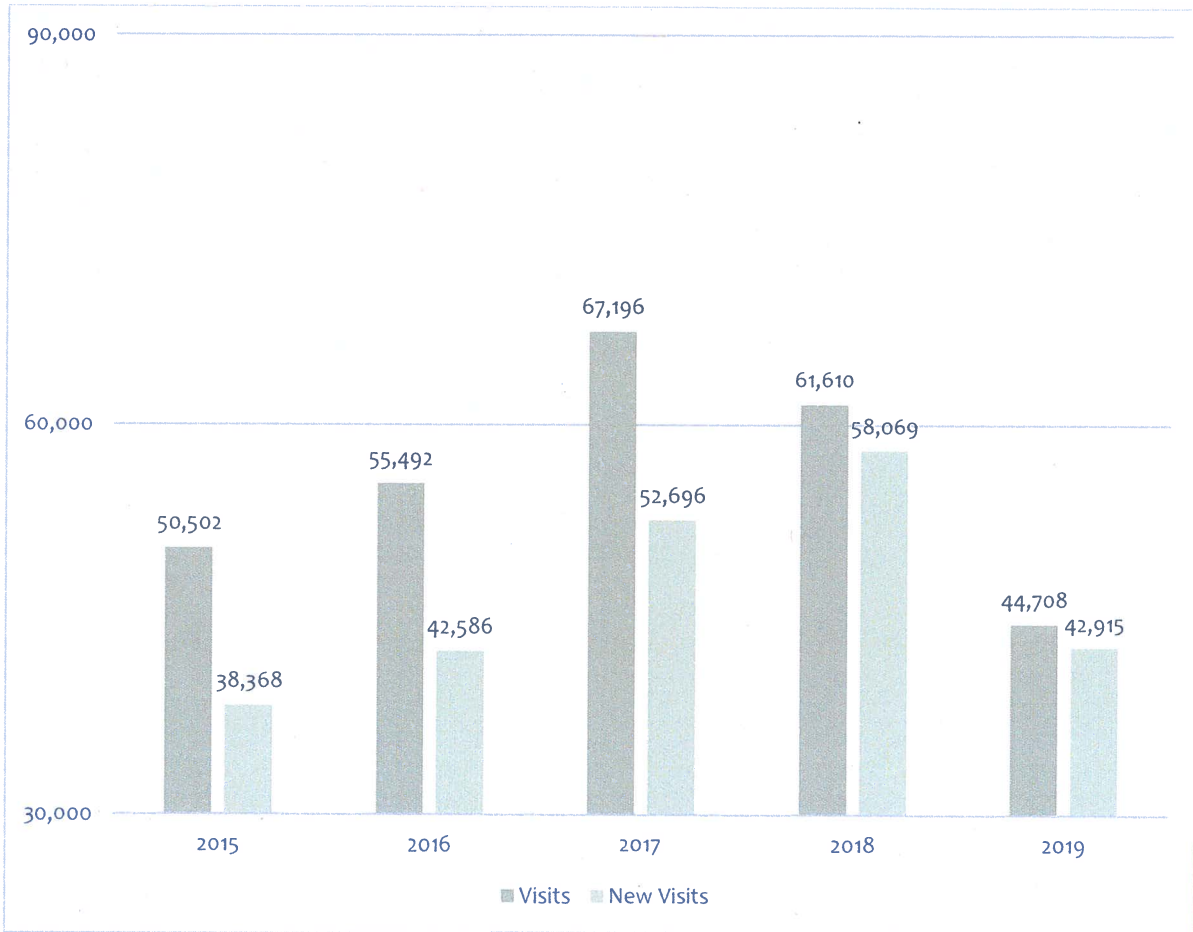
## Website Stats

This data is tracked for [www.visitRolla.com](http://www.visitRolla.com) using Google Analytics. VisitRolla.com is a popular site for people coming to the area as well as locals. One of the most popular pages of the site is the Calendar of Events. Our office strives to gather information on all the area events so our website can better serve its visitors.

Even though the site is most popular for the Calendar of Events, it also highlights lodging for the area, sites and attractions, event meeting rooms and event centers in the area. VisitRolla.com is meant to be a useful site for locals as well as a tool for individuals looking to host their meetings and events in Rolla.

This first chart highlights the total number of visits to the site each year compared to “new visitors” to the site.

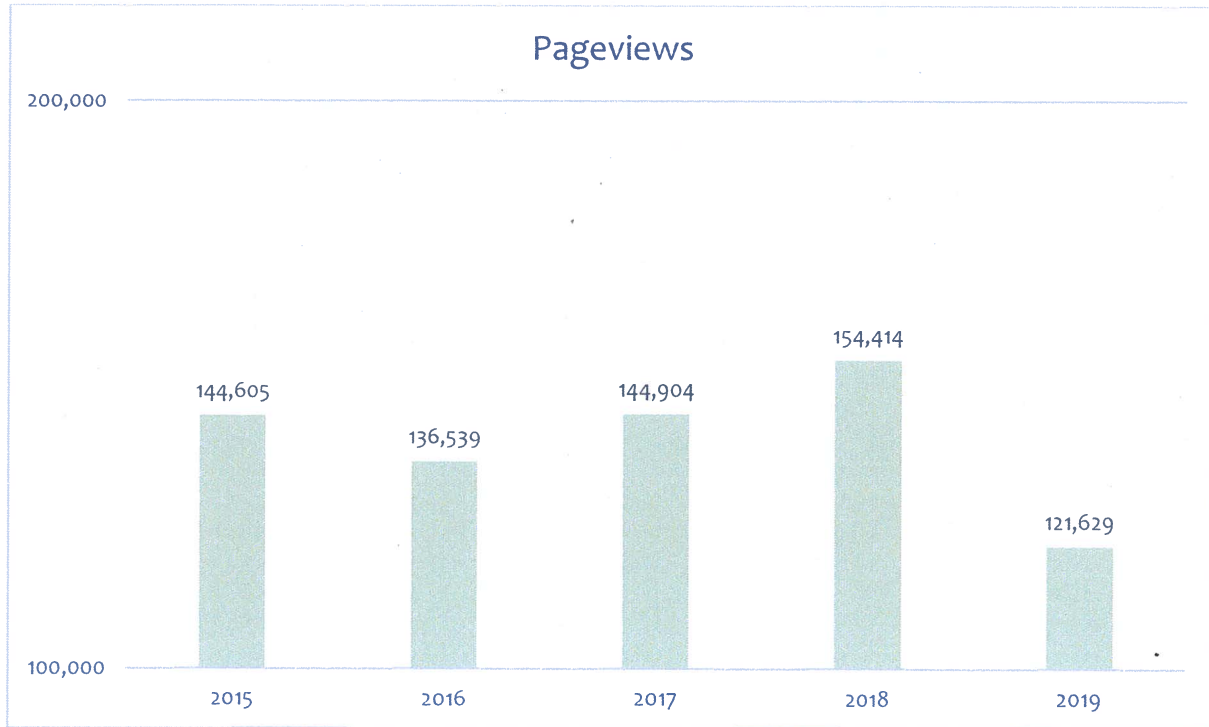
## Total Visits vs New Visits to www.visitRolla.com



With the growth of social media, more people are getting local information as well as event information from that platforms vs. the website. We have partnered, starting July 2019, with Madden Media for a SEM (Search Engine Marketing) campaign to improve traffic to visitRolla.com.

This chart highlights the number of pages that were viewed throughout the year on visitRolla.com for the past five years.

### Pageviews to www.visitRolla.com



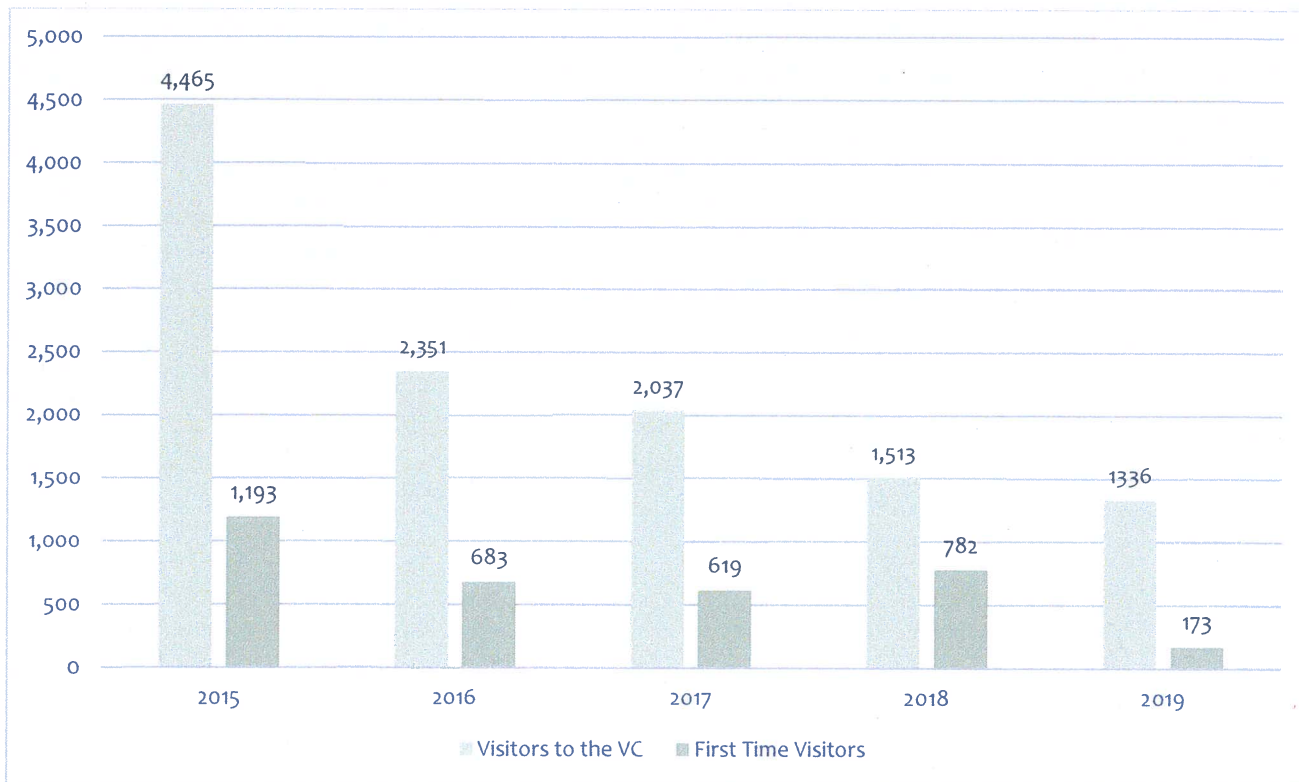
### Visitor Center Performance

This data is tracked from our guest sign in sheet and a data sheet logged by our Visitor Center Assistant. Not everyone that visits the Visitor Center fills out the sign in sheet, so this data is collected to the best of our abilities.

The chart below reflects the number of visitors to the Visitor Center compared to the number of them that were first time visitors.



## Visitors to the Visitor Center vs First Time Visitors



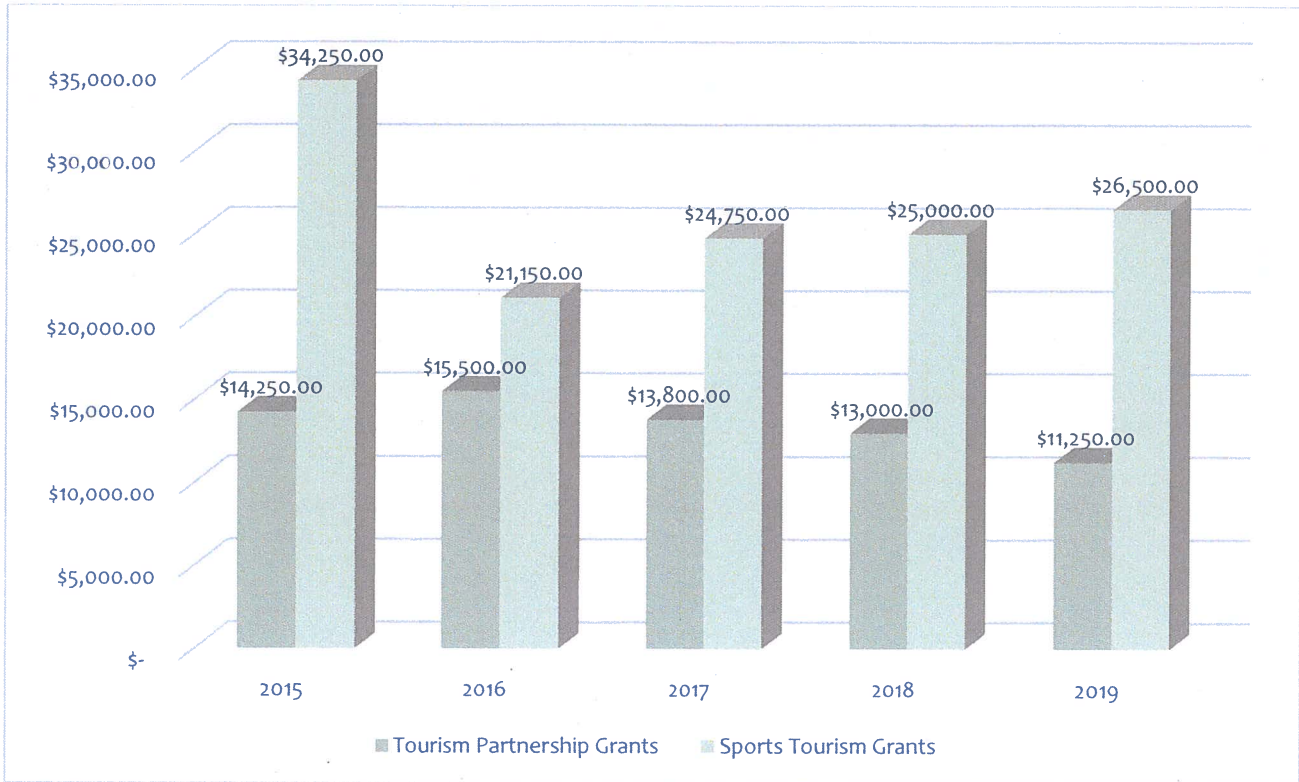
## Tourism Grant Program

Each year the RACC Board of Directors allocates money to be used on Grants to attract others to host their meetings and events in the Rolla area. The grant is focused on two different areas; Tourism Partnership Grants and Sports Tourism Grants.

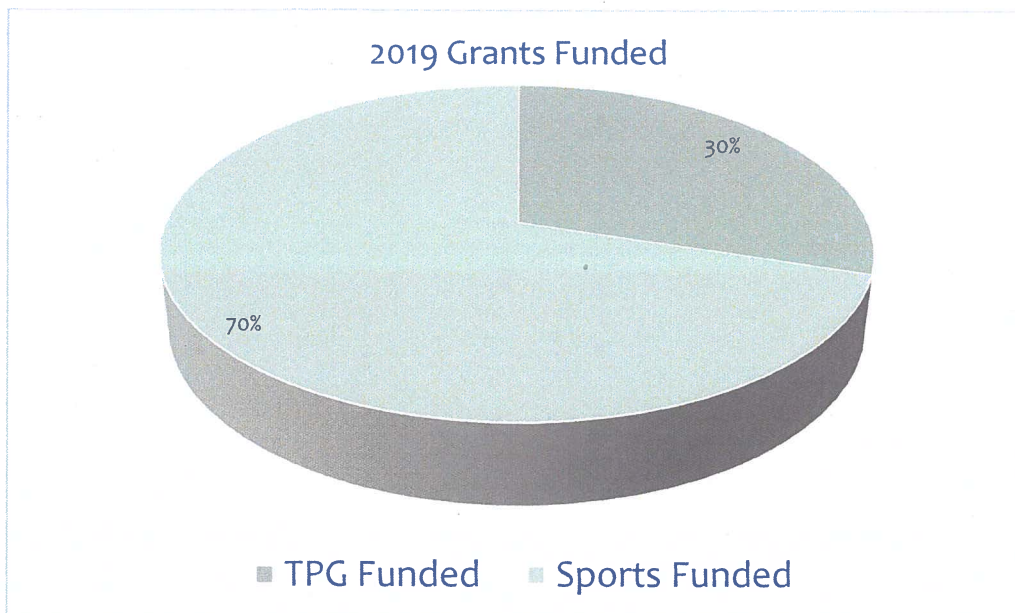
The purpose of these grants is to attract visitors from outside a 50-mile radius and encourage overnight stays in Rolla motels. Funds are awarded on a first-come, first-serve basis according to budget. Grant funds can be used for any aspect of the event. Both grants are reimbursement grants; funds will be disbursed once applicant has submitted a final report and copies of paid invoices. However, recipients of the Sports Tourism Grant can receive up to 50% of their grant award prior to the event at RACC's discretion. All grant applications are reviewed and evaluated by a committee using a point system.

This first chart highlights the amount of money awarded in Tourism Partnership Grants compared to the amount of money awarded in Sports Tourism Grants over the past five years. The second chart highlights the same comparison but for this past year alone.

### Tourism Partnership Grants vs. Sports Tourism Grants



### 2019 Tourism Partnership Grants vs. Sports Tourism Grants



This chart reflects the number of participants of 2019 grant funded programs as well as room nights booked from grant funded programs.

**Participants** = event organizers, volunteers, coaches, players, spectators, etc.

**Room Nights** = Number of Rooms x Nights Stayed

Grant Type	Organization	Event	Participants	Room Nights
STG	Vessell's Fitness	2019 Racquetball Tournament	84	96
STG	MO Mine Assc.	Mine Rescue Competition	259	548
STG	Rolla Rockets	2019 Roller Derby Bouts	540	30
STG	Rolla Saddle Club	2019 Saddle Club Series	400	NR
STG	RHS Athletics	Holiday Hoops Basketball Tournaments	1600	188
STG	Licking Summer Camps	2019 Licking Summer Camps	4904	633
STG	Hero's Marathon Committee	Hero's Marathon	980	75
STG	Split Second Timing	Galloping Gobbler 5K/10K	206	20
TPG	Special Olympics MO	2019 Polar Plunge	275	NR
TPG	Summerfest Committee	2019 Summerfest	2,500	20
TPG	S&T Mining Dept	Haunted Mine	1,728	NR
TPG	S&T SDELC	Mid-America Student Conference	200	140
TPG	Public House Brewing Co.	Oktoberfest	675	NR
TPG	Ozark Actors Theatre	OAT Summer Season 2019	4,250	392
TPG	Celebration of Nations	Celebration of Nations 2019	4,200	9
TPG	Phelps County Fair	Phelps County Fair	20,000	50
TPG	Sister City Committee	Christkindl Markt		
<b>TOTAL</b>			<b>42801</b>	<b>2201</b>

## Gross Retail Sales

This report includes the Gross Retail Sales which includes everything that is subject to sales tax. The purpose of us reporting these numbers is to determine if the tourism efforts of the RACC are contributing to an increase in the amount of tax received to the City of Rolla.



## Conclusion/Closing Remarks

Overall, we feel that tourism was strong for 2019. People enjoy the Rolla area and like to make it a regular stop along their travels.

We have a great relationship with several tourism publications which is always a good way to get our community featured more and have more opportunities to host events.

We also have a strong working relationship with several tourism entities in the area which proves helpful when assisting groups with their visits to our community.





Rolla Area Chamber of Commerce  
2020  
TOURISM  
MARKETING  
PLAN

*II.B.I.*



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# Executive Summary

*Rolla* is a safe, clean, attractive community with an appealing mix of tourism products and activities of interest to the visitor market. Nestled in a haven of outdoor life, Rolla is surrounded by the timeless beauty of the Ozarks. Rolla's central location between St. Louis and Branson at the convergence of I-44, US 63 and Missouri Hwy 72 makes it an optimal destination for tour buses, business meetings and events.

Rolla's tourism industry is operating in a new era—driven by economic challenges, evolving demographics, emerging technology and shifts in consumer travel patterns. We see this as an opportunity to strategically market Rolla in a way that is proactive, creative and forward-thinking. The 2020 Marketing Plan is the road map for getting there.

Our mission is to stimulate the economic vitality of the Rolla area by attracting business and leisure visitors.

Our vision is to provide visitors with a quality experience and be considered a great place to visit, live, work and play.

On behalf of the Rolla Area Chamber of Commerce and Visitor Center, we are pleased to present the Marketing Plan for 2020. The Plan identifies Rolla's strengths, weaknesses, opportunities and threats; identifies Rolla's target markets; outlines goals and strategies; and provides benchmarks to measure effort and effectiveness.

The Rolla Chamber of Commerce along with its business and community partners will work to further the success of Rolla as a tourist and meeting destination while supporting the quality of life for our residents.

*Stevie Kearse*  
Executive Director

*Aimee Campbell*  
Tourism Director



# Situation Analysis

## SWOT OVERVIEW



Centrally located between St. Louis and Branson

Missouri University of Science & Technology

Arts, culture and history

Variety of festivals and events

Organization stability

Tourism and sports grant programs

Located on Route 66



Traffic congestion

Very limited public transportation

Blighted areas

Limited convention/meeting space



Social media marketing

Amateur sporting events

University relations

Fort Leonard Wood relations

Community brand awareness



Regional growth and expansion

Community knowledge of tourism assets

Limited budget

Airbnb & Vrbo affecting motel tax





## TOURISM MARKET Trends for 2020

Mobile platforms and responsive websites are the primary engagement platform for travelers. 60% of web traffic to VisitRolla.com came from mobile & tablet users in 2019.

Travelers are demanding more information, control, interaction, and personalization.

Technology is enabling faster decision-making by customers, thereby, increasing business to a destination. Google Business listings are key.

Marketers have to speak to their niche markets directly, using key messages crafted specifically for that audience. Gone are the days of mass marketing.

Visitors want access to information while they're here. There's a need for Wi-Fi and high speed internet while they travel.

Destinations are embracing user-generated content through blogs, photos & video.

Frontline staff interactions with visitors are essential in a hi-tech world. Visitors to Rolla expect friendly, welcoming locals, kindness and superior customer service.

Social Media platforms, specifically images and video have now become the biggest way to connect with potential visitors. Live videos are key.





## TARGET MARKETS

Building upon previous campaigns, the Rolla Chamber will continue to position Rolla as a destination for the arts and cultural experiences, festivals and events. For tourism to flourish in our area our local residents should be our strongest ambassadors.

Tourism growth should be focused on market segments that are most desirable and can yield the highest return on investment of limited tourism marketing dollars. Taking into account Rolla's current tourism infrastructure, the following key groups of customers represent the most attractive targets:

**Visiting Friends and Relatives** - The Missouri University of Science and Technology draws a significant amount of visitors, and is considered one of the largest built-in markets impacting the Rolla area. Neighboring Fort Leonard Wood also impacts the Rolla area with its weekly graduations.

**Corporate/Business Travelers** - Individuals traveling on business often extend their participation to tourism activities. RACC works with area meeting and conference planners to provide Rolla information in an effort to enhance the business traveler's experience.

**Tour Groups** - Rolla is not generally noted as a group destination. Considering its central location, it is to RACC's advantage to target groups destined for Branson and St. Louis. Marketing to tour groups also includes partnering with surrounding communities to create a multiple day itinerary, incorporating Fort Leonard Wood, Pulaski County, and St. James.

**Day Trippers** - People continue to take shorter and more frequent trips, and these short haul feeder markets will continue to be an area of focus, with the hope of converting more day trips to overnight stays.





## TARGET MARKETS (cont.)

**Route 66 Enthusiasts** - Rolla's location on Historic Route 66 offers a prime opportunity to draw a new visitor audience. A significant amount of Rolla Visitor Center traffic is a result of Route 66. It would serve to reach out to this audience and perhaps encourage them to explore Rolla further.

**Sporting Events** - Destination sporting events, especially youth and amateur sporting events, are among the fastest growing marketing segments in the country, an industry worth \$9 billion annually, according to the National Association of Sports Commissions. Rolla is an ideal location for sporting events, activities and competitions. The amenities available within the community are matched by the enthusiasm and hospitality displayed by the residents. With over 300 acres of park land, 50,000 square feet of gymnasium space, and meeting rooms, space is available for a number of high quality events.







# Marketing Strategy

## TACTICS & PROMOTIONAL TOOLS

We will undertake a wide range of digital and traditional communication to market Rolla in 2020. Key strategic elements include the following:

### WEBSITE

All tourism entities have a FREE business listings on our website, VisitRolla.com. We want to ensure the most up-to-date information is provided to our visitors. We also provide a free listing for festivals and events happening in Phelps County. RACC will continue to invest in Search Engine Marketing in 2020. Keywords will be purchased in Google to promote visitrolla.com and increase our visibility in search engine results pages.

### SOCIAL MEDIA

Social media marketing is a cost effective and trackable method for expanding market reach. Rolla Tourism has a Facebook and Instagram page, both of which continue to grow with dedicated followers. We will continue to find new ways to interact, encourage conversation and increase engagement. RACC will have a Facebook advertising campaign to promote upcoming events. We will encourage our tourism partners to tag us in posts and photos on social, and also use the hashtag #romoproud.



## MARKETING STRATEGY (cont.)

### PRINT PUBLICATIONS

While we continue to put our focus on digital first, we also know that the visitor guides and print maps are still key for travel planning. We currently produce two print publications:

- Rolla/Phelps County Map
- Rolla Visitor Guide

### BILLBOARDS

We have two billboards along Interstate 44, one on the east end and one on the west end of Rolla. In 2019 the billboards were rewrapped with a new brand-compliant design. This billboard design will be in place for the next two years.

### PRINT ADVERTISING

Print isn't dead! Print advertising is a very efficient way of establishing our brand identity and for communicating to a specific target market. People choose to engage with a printed publication. We will use print advertising to tell our story and evoke a Rolla experience.

### PHOTOS AND VIDEOS

We will continue to grow our photo and video library. Our photography and videos will reflect what it's like to eat, stay and play in Rolla. We will use a variety of landscapes, attractions, cultural activities, people and community photos. We will use high-quality photographs that showcase Rolla, ones that create a sense of wonder and tell an interesting story.

### RADIO CAMPAIGN

A series of commercials highlighting events will air on over 5 different radio stations throughout the year. Rolla Tourism will also have its own generic commercial targeted at driving listeners to [visitrolla.com](http://visitrolla.com).

### FAMILIARIZATION TOURS

RACC will provide an opportunity for tour group planners to visit Rolla and experience all we have to offer. The "Be Our Guest" campaign will allow any tour group planner and a guest an all-expense paid overnight stay that includes, dinner, tickets to a show and tours of our attractions





# 2020 Goals

Strengthen partnerships with Rolla Lodging Properties by hosting a meeting to encourage networking and communication. Assist them with their listings on VisitRolla.com and VisitMo.com.

Partner with local attractions for the "Be Our Guest" campaign (FAM visits for tour planners).

Expand marketing efforts in FLW to heighten awareness of attractions, events, and businesses in the Rolla area.

Enhance electronic marketing by utilizing event ads on VisitRolla.com, growing social media posts, paid Facebook advertising, and text alerts.

Disseminate special welcome packets for event attendees in an effort to increase traffic to dining, shopping and entertainment venues.

Work with area sports organizations to encourage more sporting events in the area through our grant process, planning assistance and RFP research.

Update VisitRolla.com by enhancing its functionality, integrating social media channels, and modernizing the design.

Enhance our radio advertising campaign to focus on promoting tourism-related events.

*II B.10.*



# Performance Measures

RACC tracks a variety of metrics and measures for both overall destination performance and marketing progress. Motel tax revenue and lodging occupancy are monitored on a monthly basis. In addition, we monitor website activity, track Visitor Center traffic and group tour activity in Rolla. On a comparative monthly basis they will look at what happened the year before; the degree of marketing effort compared to the prior year; and effectiveness of our marketing campaigns.

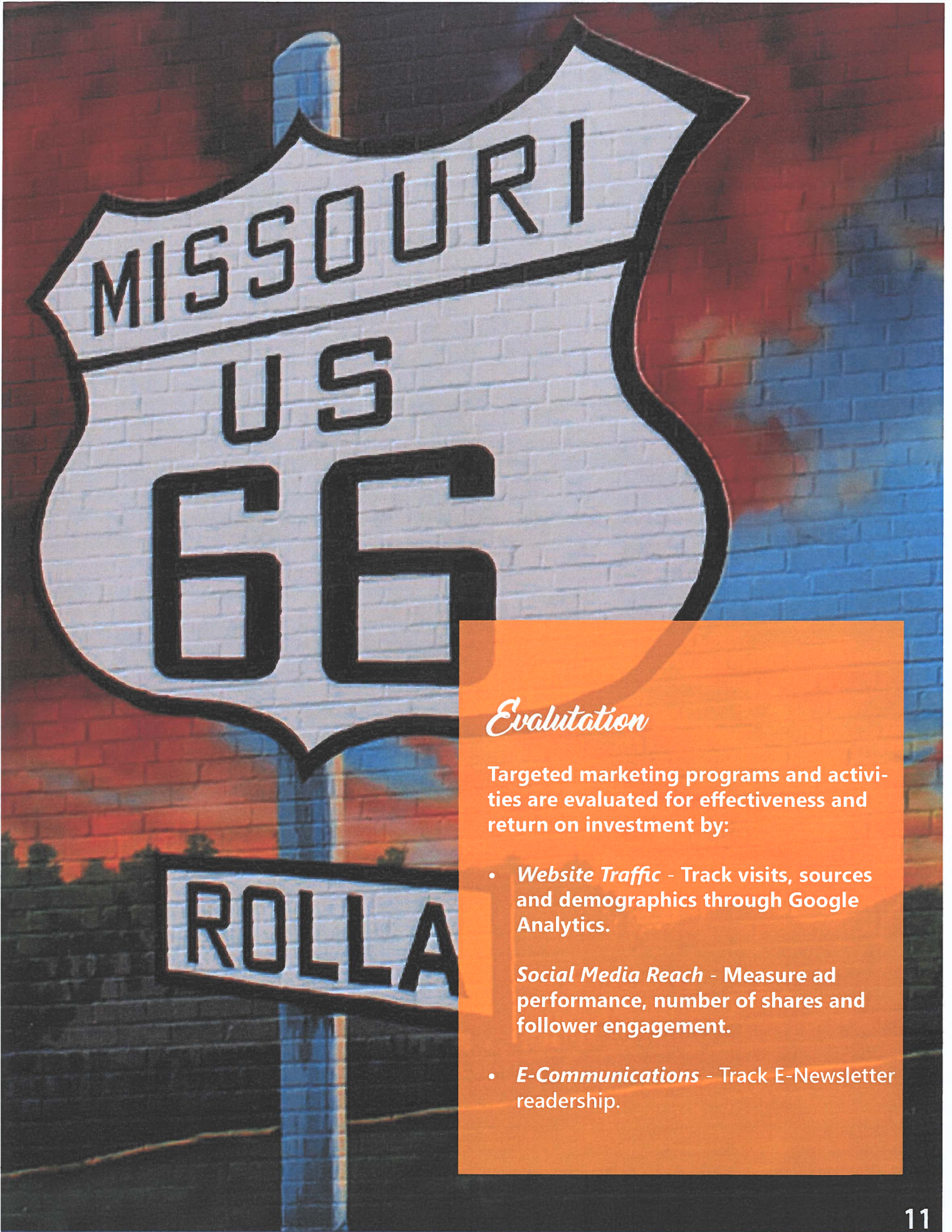
## TOURISM RESEARCH

Research plays a vital role in tourism planning by uncovering the latest visitor trends and travel habits. The following will be utilized to measure visitation data:

- **STR Report** - Track lodging occupancy, rates, demand and revenues generated in Rolla by receiving monthly reports from Smith Travel Research.
- **Tourism Updates** - Follow industry trends and the latest tourism research through reports provided by the MO Division of Tourism, MO Association of Convention and Visitor Bureau, MO Travel Alliance and National Association of Sports Commissions.
- **In-House Tracking Methods** - Track Rolla Visitor Center traffic and requests for tourism information.
- **Event Surveys** - Collaborate with event planners to conduct surveys during Rolla events







## *Evaluation*

Targeted marketing programs and activities are evaluated for effectiveness and return on investment by:

- *Website Traffic* - Track visits, sources and demographics through Google Analytics.

*Social Media Reach* - Measure ad performance, number of shares and follower engagement.

- *E-Communications* - Track E-Newsletter readership.



2020

Fiscal Year 1st Quarter Report



Rolla Municipal Utilities  
Provided to Rolla City Council  
February 18, 2020

*Rolla City Council*



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## A STATEMENT BY THE BOARD OF PUBLIC WORKS

The Electric Power and Water System of the City of Rolla will be known as the **ROLLA MUNICIPAL UTILITIES**. Mr. J. B. Bronson will continue as general manager.

It will be the policy of the Board to operate the Rolla Municipal Utilities strictly on a business basis. There will be no change in the general policies of the management. All rates will be the same for the present.

The Board has three primary obligations:

1. To give the best possible service to the Citizens of Rolla.
2. To accumulate funds for the payment of the indebtedness. (Bond Issue and Revenue Certificates).
3. To build up reserve funds for any emergency and for replacement of machinery and equipment.

Regarding Service Interruptions:

This trouble is not in the local system, but in the source of supply. We hope eventually to have other sources of supply available and improve the electric service in Rolla.

Beginning immediately, \$1000.00 per month from the profits will be paid to the General Fund of the City of Rolla, which is to replace the Franchise Tax formerly paid by the Missouri General Utilities.

No merchandise will be sold in competition with local merchants.

No repair service will be maintained in competition with local Electric Service men.

Next Monday, November 12th, our offices will open in our new building, formerly the Negro U. S. O Building, 102 W. 9th Street. All business will be transacted from this location after that date. The Rolla Free Public Library will occupy the second floor, and the State Board of Health and the County Agent the basement of this building. These quarters are furnished to the above organizations without cost as a public service of the Rolla Municipal Utilities.

## Rolla Board of Public Works

H. E. CASTLEMAN, President  
F. H. FRAME, Vice-President  
R. E. SCHUMAN, Secretary  
F. A. CAMERON, Member



## **FIRST QUARTER FINANCIAL RECAP (Unaudited)**

### **OPERATING INCOME and EXPENSES**

	<b>1st Quarter FY 2019</b>	<b>1st Quarter FY 2020</b>	<b>CHANGE</b>
<b>OPERATING REVENUES</b>	\$7,689,263	\$7,343,879	(\$345,384)
<b>OPERATING EXPENSES</b>	(\$7,728,427)	(\$7,503,016)	(\$225,411)
<b>OPERATING INCOME</b>	(\$39,164)	(\$159,137)	(\$119,976)
<b>OTHER INCOME &amp; EXP.</b>	\$194,675	\$220,981	\$26,306
<b>NET INCOME</b>	\$155,511	\$61,845	(\$93,666)

Upon completion of the first quarter of FY 2020, Operating Revenues are down \$345,384 as compared to last year. Operating Expenses are down \$225,411 for the same period resulting in an Operating Income of (\$159,137), which is down \$119,976. When combined with miscellaneous income and expenses, RMU experienced a Net Income of \$61,845, which is down \$93,666 as compared to the first quarter of FY2019.



## **STATUS OF PENDING PROJECTS**



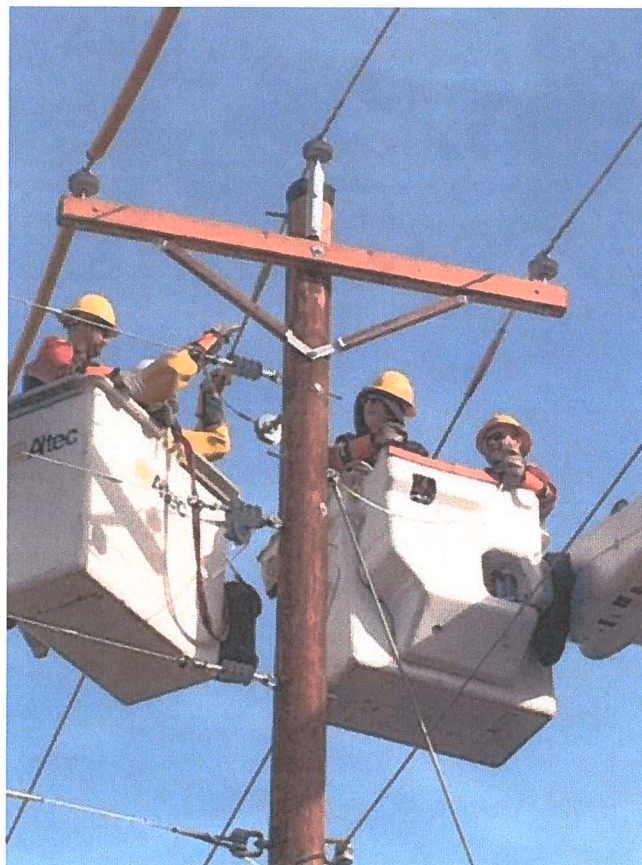
### **ELECTRIC DEPARTMENT**

- **ELECTRICAL EXTENSIONS/UPGRADES**

- Bridge School Road – Replaced poles for static wire installation. Started, May 7, 2019. Ongoing.
- Fairfield Inn; 1670 Old Wire Outer Road – Installed overhead electric, new transformer and metering. Started, July 30, 2019. Ongoing.
- St Maria's Tatandra; McCutchen Road – Installed underground electric distribution. Started. July 30, 2019. Ongoing.
- 503 West 6<sup>th</sup> Street – Revised overhead primary to allow for new padmount transformer. Started, August 19, 2019. Completed, December 2, 2019.
- 11<sup>th</sup> Street – Revised overhead electric system to allow for new construction. Started, September 9, 2019. Completed, November 25, 2019.
- 1303 Nagogami Road; Church of Christ – Relocated overhead distribution to underground and reconfigured transformer and metering. Started, October 8, 2019. Ongoing.
- 120 Highway 72 West; Taco Bell – Installed new pole, transformer, and service. Started, October 10, 2019. Completed, December 5, 2019.



- 1840 Highway 72 East; Choices for People – New transformer and service installed. Started, October 17, 2019. Completed, October 23, 2019.
- 1031-1033 Kingshighway – Installed new transformer and service. Started, October 9, 2019. Completed, November 7, 2019.
- Kingshighway; Highway 63 to Fairground Road – Reconfigured electric distribution system in conjunction with Move Rolla Transportation Development District Improvements. Started, November 12, 2019. Ongoing.
- East Meadow Subdivision; Lions Club Drive and Highway O – Installed single phase electric extension. Started, January 2, 2020. Ongoing.



## **WATER DEPARTMENT**

- **WATER MAIN INSTALLATION**

- Olive Street; Highway 72 to 9<sup>th</sup> Street – 3<sup>rd</sup> Street – Olive to Oak Street – Oak Street; 2<sup>nd</sup> to 3<sup>rd</sup> Street – Replaced existing 4” and 6” mains with 8” PVC. Started, June 19, 2019. 9<sup>th</sup> Street to 5<sup>th</sup> Street. Completed, September 2019 with the remaining project to be completed in the Spring of 2020.
- McCutchen Drive – Replaced existing 8” mains with new 12” in conjunction with street reconstruction and new roundabout. Started, September 23, 2019. Completed, October 22, 2019.
- Whitney Lane, Wakefield Drive; Dover and Innsbrook – Replaced existing 6” main with new 8” PVC. Started, November 29, 2018. Completed, June 14, 2019.
- Greenbriar Drive – Replaced existing 6” main with new 8” PVC. Started, October 29, 2019. Ongoing.
- Wildhorse Subdivision – Replaced water service lines. Started, August 15, 2019. Completed, October 22, 2019.
- Little Oaks Road – Replaced water service lines. Started, October 29, 2019. Completed, November 14, 2019.
- Casey Lane, Britt Lane, Ella Court, and Kadison Court – Replaced water service lines. Started, November 18, 2019. Ongoing.
- 4<sup>th</sup> and Pine Streets – Two service line replacements in conjunction with property revisions to water services. Started, January 7, 2020. Completed, January 22, 2020.

- **(1) WATER TAPS**

## **MISCELLANEOUS**

- **TRAINING/PERSONNEL**

- Missouri Public Utility Alliance (MPUA) – Apprentice Lineman Training Program – October 23-24, 2019: “Troubleshooting Techniques”. One employee attended.
- MPUA Lineworker Advisory and Mutual Aid Committees – November 13, 2019. One employee attended.
- One employee promoted to Line Foreman, November 11, 2019.
- One employee promoted to Apprentice Lineman, November 11, 2019.
- One employee resigned, November 15, 2019.
- One employee hired as Laborer I, November 25, 2019.
- One employee promoted to Journeyman Lineman, December 26, 2019.
- One employee resigned, January 15, 2020.
- One employee hired as Night Serviceman, January 16, 2020.

- **PRESENTATIONS**

- “Experts in the Classroom” – Rolla High School, January 21, 2020. Five RMU staff members presented.



• **MoPEP/MJMEUC UPDATES**

- MoPEP staff are projecting wholesale costs for all Pool members will lower in the next few years making this an opportune time to make a change in wholesale rate structures. For Rolla, the impact is negligible or a possible improvement over the current billing methodology. MoPEP members will discuss this potential change over the next six months with a decision expected in Summer 2020.
- The State of Missouri is trying to provide funding for thirteen EV charging station locations. The estimated cost for charging equipment is \$100-\$125K, not including installation, site work and other required equipment/materials. Currently, eight of the thirteen sites are in Municipal Electric Utility cities. After a discussion, the Rolla Board of Public Works has made the decision not to submit a proposal.
- MoPEP is searching for additional wind resources and has committed to 25MW of wind energy delivered into the SPP market. This is in addition to resources from the Grain Belt Express project.
- Solar energy is currently pricing at \$40+/MWh with transmission congestion risk.
- MPUA is working on additional social media promotions. One prototype video includes footage of RMU. More details to become available upon release of videos.
- Invenergy is the new owner of the proposed Grain Belt Express transmission line. Land offices are being established in Moberly and St. Joseph as they continue easement acquisitions.
  - December 17, 2019, Missouri Eastern District Court of Appeals upheld MoPSC approval of the project which can still be appealed to Missouri Supreme Court, but unlikely to be overturned.
  - Two bills in the Senate and one in the House have already been filed limiting use of eminent domain for this type of project.
  - Bourne testified at both House and Senate Committee hearings in opposition to the bills.
  - HB2033 was voted out of the House January 27, 2020.
  - Estimated annual savings of \$1.2M in power supply cost for Rolla, if the Grain Belt project continues.
- The construction of a new MPUA headquarters has met approval. The facility will be located on the east side of Columbia with space large enough for an on-site training facility.
- October 10, 2019, EPA released a prepublication proposal for Lead and Copper Rule. This will require additional efforts to reduce exposure to lead in drinking water including:
  - ✓ Inventory all lead service lines. (LSL)
  - ✓ Additional monitoring requirements.
  - ✓ Develop LSL replacement plan.
  - ✓ Conduct lead drinking water testing in schools and licensed childcare centers with additional reporting requirements.

RMU is not aware of existing LSL's, however we have found small lead connections when performing water main and service line replacements. These have been removed and replaced with new water service lines.

II.C.8.

- Sagewell made a presentation on how to leverage existing home based EV charging systems to move charging to off peak times. We plan to get more data on these types of programs in the future.
- **ANNUAL AUDIT**
  - Michael Keenan, of Cochran Head Vick & Company, presented the annual audit of RMU for Fiscal Year 2019. Mr. Keenan reviewed the document and stated that RMU received an “unmodified opinion” which is the best that can be given.





CITY OF ROLLA  
CITY COUNCIL AGENDA

DEPARTMENT HEAD: Chief Sean Fagan

ACTION REQUESTED: 1<sup>st</sup> & Final Reading

ITEM/SUBJECT: MoDOT Grant Authorization Form

BUDGET APPROPRIATION (IF APPLICABLE): \$ N/A

DATE: February 18, 2020

---

Commentary:

The attached form authorizes the City of Rolla Police Department to apply for traffic grants through the Missouri Department Of Transportation (MoDOT). The grants are 100% funded by MoDOT, so there is no cost to the City of Rolla. This authorization form is simply a formality required annually by MoDOT before approval may be granted.

Some of the things that can be obtained through these grant funds, if approved, are: overtime funding for DWI enforcement/checkpoints and "Hazardous Moving Violation" enforcement (speeding, etc.); radars; trailers and vehicles; etc.

Recommendation:

Motion to approve an ordinance allowing the Mayor and City Clerk to sign an authorization form on behalf of the City of Rolla to permit the Rolla Police Department to apply for free traffic safety grants through the Missouri Department of Transportation.

---

ITEM NO. \_\_\_\_\_

IV. A. 1.





Highway Safety Division  
P.O. Box 270  
Jefferson City, MO 65102  
1-800-800-2358 or 573-751-4161

## CITY COUNCIL AUTHORIZATION

On February 18, 2020, the Council of Rolla, Missouri held a meeting and discussed the City's participation in Missouri's Highway Safety Program.

It is agreed by the Council that the City of Rolla will participate in Missouri's Highway Safety Program.

It is further agreed by the Council that the Chief of Police will investigate the financial assistance available under the Missouri Highway Safety Program for Traffic Enforcement and report back to the Council his/her recommendations. When funding through the Highway Safety Division is no longer available, the local government entity agrees to make a dedicated attempt to continue support for this traffic safety effort.

**DATE:** \_\_\_\_\_

**APPROVED:**

**ATTEST:**

\_\_\_\_\_  
**MAYOR**

\_\_\_\_\_  
**CITY CLERK**

*IV. A. 2.*

ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE AUTHORIZING THE MAYOR OF THE CITY OF ROLLA, MISSOURI TO EXECUTE ON BEHALF OF THE CITY OF ROLLA, MISSOURI, A CERTAIN AGREEMENT BETWEEN THE CITY OF ROLLA, MISSOURI, AND THE MISSOURI DEPARTMENT OF TRANSPORTATION PERTAINING TO GRANTS.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ROLLA, MISSOURI AS FOLLOWS:

Section 1: That the Mayor of the City of Rolla, Missouri be and is hereby authorized and directed to execute, on behalf of the City of Rolla, Missouri, an agreement between the City of Rolla, Missouri, and the Missouri Department of Transportation, a copy of said agreement being attached hereto and marked Exhibit A.

Section 2: That this ordinance shall be in full force and effect from and after the date of its passage and approval.

PASSED BY THE CITY COUNCIL OF THE CITY OF ROLLA, MISSOURI, AND APPROVED BY THE MAYOR THIS 18<sup>TH</sup> DAY OF FEBRUARY 2020.

APPROVED:

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

APPROVED AS TO FORM:

\_\_\_\_\_  
CITY COUNSELOR

IV A.3.





CITY OF ROLLA  
CITY COUNCIL AGENDA

DEPARTMENT HEAD: John Butz, City Administrator ACTION REQUESTED: Resolution

ITEM/SUBJECT: Approval of RNA Ag Lease

BUDGET APPROPRIATION (IF APPLICABLE) \$41,718

DATE: Feb. 18, 2020

\*\*\*\*\*

COMMENTARY:

The City solicited and received six proposals for the lease of approximately 818 acres of agricultural property located at RNA in Maries County. The highest, qualified bid of \$41,718 was awarded to Doctors John and Joe Barnhart of Vienna, Missouri, following the review and recommendation of the Airport Advisory Committee. The attached lease includes several modifications to previous leases most notably in the following:

- \$41,718/year for five years with option to extend by mutual consent.
- City has right to inspect as needed; private party inspection six months prior to expiration
- City can remove acreage for aviation or other purposes at \$51/acre
- USDA soil assessment due by Lessee by June 2020 and renewed every four years
- Annual progress reports to City by December 31
- Primary fields (24&25) will be hayed or cut by July 1 and November 1 each year
- Insurance limits increased to \$1M per occurrence and \$2M aggregate

Recommendation: Motion to approve the resolution authorizing the RNA Ag Lease to Doctors John and Joe Barnhart.

IV B.1.

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION AUTHORIZING THE MAYOR OF THE CITY OF ROLLA, MISSOURI TO EXECUTE ON BEHALF OF THE CITY OF ROLLA, MISSOURI AN AGRICULTURAL LEASE BETWEEN DOCTORS JOHN AND JOE BARNHART, DBA JB CATTLE COMPANY, LLC. AND THE CITY OF ROLLA, MISSOURI.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ROLLA, MISSOURI AS FOLLOWS:

**Section 1:** That the Mayor of the City of Rolla, Missouri be and is hereby authorized and directed to execute on behalf of the City of Rolla, Missouri, an agricultural lease between Doctors John and Joe Barnhart, DBA JB Cattle Company, LLC, a copy of said contract attached hereto and marked "Exhibit A."

**Section 2:** That this resolution be in full force and effect from and after the date of its passage and approval.

PASSED BY THE CITY COUNCIL OF THE CITY OF ROLLA, MISSOURI, AND APPROVED BY THE MAYOR THIS 18<sup>th</sup> DAY OF FEBRUARY 18, 2020.

APPROVED:

ATTEST:

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
City Counselor

IV.B.2.



ROLLA NATIONAL AIRPORT  
AGRICULTURAL LEASE

THIS AGREEMENT, made and entered into this 2<sup>nd</sup> day of March, 2020, by and between the City of Rolla, a municipal corporation of the State of Missouri, hereinafter referred to as LESSOR and Drs. John & Joe Barnhart, dba JB Cattle Co., LLC, PO Box 999, Vienna, MO 65582, hereinafter referred to as LESSEE.

WITNESSETH:

In consideration of the rents, covenants and agreements herein contained, LESSOR does hereby lease to LESSEE the premises in Maries County, Missouri, identified as agricultural land at the Rolla National Airport (hereinafter referred to as the Airport), consisting of approximately 818 acres suitable for hay harvesting and for livestock grazing as described as follows:

Land in sections 1, 2, 11 and 12, Township 39 North, Range 8 West, more particularly described on the attached Exhibit A as areas 10, 12, 13, 14, 15, 16, 17, 18, 21, 22, 23, 24, 25, 26, and 27 (known as "AG LEASE 1").

TERMS AND CONDITIONS:

1. The term of this lease shall begin on March 7, 2020, and shall terminate on March 6, 2025, a period of five years. Provided LESSEE is not in default under this Lease, LESSOR grants LESSEE an option to renew this Lease for a term of five (5) years after the expiration of the initial term, subject to mutual consent of the parties. Past performance of the agricultural lease will be considered in the renewal of said lease.
2. The rental for each year of the lease shall be the sum of \$41,718.
3. All rental shall be paid in advance annually by March 7<sup>th</sup> in the amount of \$41,718 for each year of the lease beginning on March 7, 2020.
4. It is hereby agreed that nothing herein contained shall be construed to grant or authorize the granting of an exclusive right prohibited by Section 308 of the Federal Aviation Act of 1958, as amended, and the LESSOR reserves the right to grant to others the privilege and right of conducting any one or all of the aeronautical activities listed herein or any other activity of an aeronautical nature except that model airplane flying and skydiving activities shall not interfere with agricultural activities covered by this lease. In addition, the non-aeronautical activities of other leaseholders on

IV. B.3

the Airport property shall not interfere with agricultural activities covered by this lease.

5. The LESSEE agrees that the LESSOR has the right to adopt and enforce reasonable rules and regulations and that LESSEE and all its employees, agents and servants will faithfully observe and comply with all rules and regulations as may promulgate by the LESSOR, the United States of America or any Department or Agency thereof, and the State of Missouri.

6. The LESSEE may not assign or transfer this lease, or any interest therein, or sublet the premises or any part thereof, without the prior written consent of the LESSOR. LESSOR's consent shall not be unreasonably withheld. If LESSOR's prior written consent is not provided as requested, then LESSEE may terminate the Lease without penalty or obligation on an annual anniversary date provided that LESSEE gives LESSOR 90 days notice of LESSEE's intention of terminating the Lease.

7. LESSEE agrees to conduct agricultural activities in a fair, equal and not unjustly discriminatory manner.

8. LESSOR reserves the right further to develop or improve the landing area and all publicly owned air navigation facilities of the airport as it sees fit, without interference or hindrance from LESSEE; however, LESSOR shall make reasonable efforts to inform LESSEE of same as to the potential impacts of said improvements.

9. LESSOR reserves the right to take any action it considers necessary to protect the aerial approaches of the airport against obstruction, together with the right to prevent LESSEE from erecting, or permitting to be erected, any building or other structure on the airport which, in the opinion of LESSOR, would limit the usefulness of the airport or constitute a hazard to aircraft.

10. During time of war or national emergency LESSOR shall have the right to enter into an agreement with the United States Government for military or naval use of part or all of the landing area, the publicly owned air navigation facilities and/or other areas or facilities of this instrument, insofar as they are inconsistent with the provisions of the agreement with Government, shall be suspended. If suspension of the Lease occurs under these circumstances, LESSOR agrees to rebate any portion of the annual rental payment that represents the remaining term of the Lease as prorated for the entire year in question. LESSEE will be allowed a reasonable amount of time to remove cattle, equipment and hay from the Airport.

11. This agreement shall be subordinate to the provisions of any outstanding agreement between LESSOR and the United States relative to the maintenance, operation or development of the airport.

12. The LESSEE will not, on the grounds of race, color, creed, sex, religion, national

TV.B.4.

origin, handicap (reference reasonable accommodation requirements), ancestry, age or veteran's status discriminate or permit discrimination against any person or group of persons in any manner prohibited by Part 21 of the Regulations of the Office of the Secretary of Transportation. The LESSOR reserves the right to take such actions as the United States government may direct to enforce this covenant.

13. The LESSEE agrees that no outside signs or advertising material shall be placed or erected upon the leased premises without the prior written consent of LESSOR. LESSOR likewise agrees that no other leaseholders at the Airport will place or have erected outside signs or advertising material upon the agricultural land without prior consent of LESSEE.

14. In the event LESSEE shall violate any of the terms or conditions of this lease, and shall fail after a thirty (30) day notice in writing from the LESSOR to rectify such violations, LESSOR may, at its option, declare this lease cancelled and terminated on an annual anniversary date and shall be entitled to immediate possession of the leased premises thereafter.

15. LESSOR reserves the right to enter upon the leased premises at any reasonable time for the purpose of making any inspection it may deem expedient. LESSOR reserves the right to allow private parties to inspect the leased property no earlier than six months prior to expiration of the lease for solicitation of agricultural services with prior notification to LESSEE.

16. The dumping of trash by the LESSEE or any of its employees on any portion of the Rolla National Airport is forbidden.

17. LESSEE will not undertake to attach fixtures or appurtenances to any structure without written consent of the LESSOR. Once attached, these additions may not be removed without the express written consent of the LESSOR. Public services are exempted from this paragraph.

18. LESSEE will not contract for any services for the benefit of the LESSOR without the express written consent of the LESSOR.

19. At the expiration or termination of this lease, the LESSEE agrees that it will give peaceful possession of the leased premises in as good condition as they now are, ordinary wear and tear expected.

20. This agreement shall extend to and be binding upon the successors, receivers, trustees and assigns of the parties hereto.

21. LESSEE shall be responsible for the repair and maintenance of any of LESSOR'S equipment located on the demised premises, if damaged by LESSEE'S operation. Except in cases of emergency affecting pilot or employee safety LESSOR shall notify LESSEE within 48 hours of identification of such damage so that LESSEE can observe the damage and contact his insurer.

IV. B.5.



LESSOR shall be responsible for major repairs to such equipment if the need for such major repairs is not the result of willful or negligent acts of LESSEE.

22. LESSEE agrees to bear, pay and discharge when and as the same become due and payable, all judgments and lawful claims for damage or otherwise, including fines resulting from violation of FAA security regulations, against said city arising from LESSEE's occupancy of the leased premises and will assume the burden and expense of defending all such suits, or prosecutions whether brought before or after the expiration of this Agreement and will protect, indemnify and save harmless the said City and leased premises from all such claims for damages or otherwise either to persons or property by reason of, or on account of, LESSEE's use or occupancy of said demise or for any failure on LESSEE's part to comply with the statutes and ordinances of any governmental body or agency, either Federal, State or Municipal, wherein the demised premises are situated. LESSOR shall notify LESSEE within 48 hours of learning of claims and judgments or prosecutions and provide LESSEE with notices or other communications that identify LESSEE actions in question.

23. In the event that the area leased under this Agreement should be substantially damaged by fire or other casualty or taken by public authority by the exercise or threat of the exercise of eminent domain or other cause making the same untenable, the City may at its option, repair, rebuild or terminate and cancel this Agreement. Termination or cancellation of the Lease by LESSOR shall include reimbursement to LESSEE a portion of the rents previously paid prorated for the year in which cancellation occurs.

24. It is understood and agreed that the rights granted by this Agreement will not be exercised in such a way to interfere with or adversely affect the use, operation, maintenance or development of the airport. LESSOR reserves the right to remove land from the premises leased under this agreement. In the event LESSOR elects to remove land from such Lease, the rental shall be reduced at the rate of Fifty-One Dollars (\$51.00) per acre per year for land removed from the Lease. The reduction of rent shall be prorated for the year in which the land is removed from the Lease and such reduction shall continue for all remaining years in the Lease term, unless LESSOR returns usage to LESSEE. Provided, however, that if LESSEE determines the removal of such land shall adversely affect his use of the remaining premises, LESSEE shall have the right to terminate the Lease and the annual rent shall be refunded to LESSEE, prorated to the date of termination. If LESSOR recovers any land from this Lease, LESSOR shall, at LESSOR's expense, install any fence that may be required so that the entire leased premises shall at all times have a perimeter fence. LESSOR shall reimburse LESSEE for expenditures made for lime, fertilizer or other

IV. B. 6.

improvements applied by LESSEE during the term of this Lease to any land removed from this Lease prorated in accordance with the remaining Lease term.

LESSOR shall follow a standard procedure for removal of land from the premises leased under this agreement. Notification shall be given to LESSEE identifying the specific area to be removed. The notification shall include the date of removal and if removal is temporary, the time period of removal or the date the area will be returned to LESSEE's use. Land returned shall be in as productive and useable condition from an Agricultural standpoint as it was before removal. LESSEE shall be given 30 days to decide if the lease shall be terminated or if he wishes to continue to rent the remaining area of the Lease.

25. There is hereby reserved to the City of Rolla, its successors, and assigns, for the use and benefit of the public, a free and unrestricted right of flight for the passage of aircraft in the air space above the surface of the premises herein demised together with the right to cause in said air space such noise as may be inherent in the operation of aircraft, used for navigation of flight in the air, using said air space for landing at, taking off from or operating on or about the Rolla National Airport.

26. LESSEE agrees to abide by all FAA rules and regulations including security regulations.

27. All rental due hereunder shall be paid to the City Finance Department of the City of Rolla, Missouri at PO Box 979, Rolla, MO 65402.

28. Nothing herein contained or the failure on the part of the City or its officers, employees or agents to strictly enforce either or any of the terms or provisions hereof, or the acceptance of rent or license fees, shall operate or be deemed as a waiver by the City of any such terms or provisions of any part of this Agreement or of any rights, which may accrue to the City by reason of failure or neglect of LESSEE strictly to comply with each and every one of the terms and provisions hereof, on LESSEE's part to be kept, observed or performed, and time shall be of the essence of this Agreement.

29. SPECIAL CONDITIONS:

A. LESSEE shall prepare a soil assessment and plan for the pastures, hay fields, and if desirable row cropping comprising the agricultural lands at the airport within the first 90 days of this lease. The plan will be developed in cooperation with the District Conservationist of the Natural Resource Conservation Service of the USDA or a comparable service. The plan will include soil testing, field evaluation of negative condition, field determination of soil erosion losses

IV. B. 7.

and systematic soil improvement to recognized standards for soil conservation practice. An update to said report by LESSEE shall be provided to LESSOR every four years thereafter as long as the lease or lease extensions are provided.

Annual progress reports shall be provided by LESSEE to LESSOR by December 31 of each year of the lease to include a summary on any herbicide, lime and/or fertilizer treatments on each of the fields listed above for the previous year. Upon request said report shall include invoices on value and weights applied to identified fields.

B. LESSEE may install and remove temporary cross fences as needed and to use electric fencing to supplement the pasture boundary fences. LESSEE's fence maintenance obligation is restricted to that which is necessary to keep cattle in. The Airport Manager will be consulted to make sure that aviation is not affected by these activities.

C. Sub-leasing of the premises shall be prohibited unless approved in writing by LESSOR. Said approval shall not be unreasonably withheld.

D. LESSEE may make improvements to the agricultural lands at the airport provided that the Airport Manager and City Administrator is consulted with regard to the effect that the improvements have on aviation. Improvements may be in the form of clearing trees and brush, planting of grass for pasture, leveling or smoothing areas of irregular surface configuration, constructing ponds, installing water lines to provide water from sources not on the agricultural lands, or the use of storage tanks to provide water for livestock on the airport.

E. Normally, grazing shall be permissible year round with the exception of field 19 on the attached Exhibit A. LESSEE may graze Field 19 from November 1 – April 1 with coordination and consent of LESSOR.

F. Overgrazing shall be prohibited, however, LESSEE has the right to manage the grazing consistent with available forage resources and shall not be limited to quotas or other restrictions not based on actual pasture conditions.

G. Harvesting of hay and planting/tilling is prohibited within 25 feet of the nearest edge of paved runways and clear zones. No temporary storage of newly harvested hay will be permitted overnight within 150 foot of the edge of the active runways. There is a 25 foot wide strip adjacent to and east of the closed runway reserved for survey equipment calibration. No harvesting of hay will be permitted in the immediate proximity of any runway lights, VASI, or any other appliance which is part of the airfield lighting and guidance system. LESSEE shall hay or cut Fields 24 & 25 (approximately 110 acres and 127 acres respectively) twice each year by July 1 and November 1. Should LESSEE not be able to achieve same acceptable arrangements must be made with the

TU. B.8.



Airport Manager.

H. At no time will harvest equipment be left parked and unattended within 150 feet of a runway or 100 feet of a taxiway or ramp area.

I. Harvested hay shall be removed from all fields as soon as possible after baling. Exception may be granted by the Airport Manager if weather conditions are such that removal is not feasible or the LESSEE shows reasonable cause for failure to remove the hay within the specified period.

J. Drainage structures are to be protected from damage by harvesting equipment and vehicles. Lessor shall have responsibility to maintain the drainage system and inlets including identification marking, vegetation control and erosion.

K. Storm drains shall not be permitted to become clogged by deposits of cut grass and/or harvesting residue as a result of LESSEE operations.

L. All existing fences on pasture land shall be maintained over the period of the lease to insure containment of livestock unless prior approval is granted by LESSOR. LESSEE may replace exterior (boundary) fences due to exhaustion of their useful life. LESSOR may provide financial assistance where mutual benefit exists and subject to budgetary approval.

M. The planting of row crops shall be permitted in limited areas provided row crops are supported by the revised Conservation Plan or as authorized by the City Council.

N. If gates are installed by LESSEE, they are to be maintained and kept locked to prevent unauthorized entry. Duplicate keys shall be furnished to Airport personnel for their access into leased areas.

O. Fences will not be relocated unless approved by the Airport Manager. The Airport Manager shall be responsible for maintaining "NO TRESPASSING" signs on the perimeter of the Agricultural Lease.

P. Terrain damage by LESSEE equipment or personnel shall be repaired by LESSEE without cost to the City of Rolla. Contractors or others subordinate to the City of Rolla who enter Agricultural Lease land, shall be notified by the Airport Manager that under no circumstances will terrain damage be allowed and that they will be required to repair this damage without cost to the LESSEE or the LESSOR

Q. Lease personnel are to seasonally advise the Airport Manager of their general presence and schedule when harvest equipment and operations are taking place on the Airport property.

R. No harvesting equipment will use the runways or taxiways as access routes to hay or pasture land; however, the runways and taxiways may be crossed in order for LESSEE to access

IV. B. 9.

hay fields subject to coordination with the Airport Manager and issuance of applicable NOTAMs except for isolated or emergency situations. Trucks and trailers may use runway edges and taxiways only if given prior permission by the Airport Manager. In this case, four-way flashers will be operated at all times that vehicles are on or proximate to the paved areas. Travel speed on taxiways shall be restricted to 15 miles per hour; vehicles will yield to aircraft under all circumstances.

S. Funding for soil improvements may be available on a cost share basis through federal, state or local agencies. LESSEE may participate in these programs as "Operator" of the agricultural lands at the airport, but is solely responsible for the required match of money and/or work. In cases where the cost share refund is issued to the owner of the land, the City of Rolla hereby agrees to assign these funds to LESSEE.

T. LESSEE is provided access and control to the red barn located in Field 10 in the attached Exhibit A. LESSEE is responsible for the security, utilities and property insurance and content coverage for said building and any stored equipment.

30. The adoption of this Lease Agreement shall serve as an acknowledgement that the LESSEE agrees to protect, indemnify, save and hold harmless the LESSOR from loss, cost, damage or expense, arising out of or from any accident or other occurrence on or about the leased property caused by LESSEE or LESSEE designate(s). This Lease shall not encumber LESSEE for the actions of any other leaseholder, contractor or others performing agricultural or other activities on the airport for the benefit of the City of Rolla, State of Missouri or federal government.

31. The LESSEE shall provide proof of insurance naming the LESSOR as additional insured. Said coverage must be placed with an insurance company duly admitted in Missouri and a A.M. Best rating of "A-" or better. The coverage of said insurance shall be in the form of a general liability or umbrella policy with a combined single limit of one million (\$1,000,000) per occurrence, two million (\$2,000,000) aggregate. The LESSEE shall submit a copy of this certificate annually, prior to expiration of the policy, and the insurer must give LESSOR written notice of cancellation and termination at least thirty (30) days prior.

IN WITNESS WHEREOF, LESSEE has caused this instrument to be executed on its behalf by its duly authorized officers and its corporate seal affixed, and the City of Rolla by resolution of its City Council giving authority so to do, has caused this instrument to be executed by its Mayor on its behalf and its corporate seal affixed, on the day and year first above written. This instrument has been executed in duplicate.

IV. B.10.

CITY OF ROLLA:

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Louis J. Magdits IV, Mayor

ATTEST:

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Carol Daniels, City Clerk

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Dr. Joseph Barnhart

Lessee Name

JB Cattle Co. LLC

PO Box 999

Vienna, MO 65582

Lessee Address

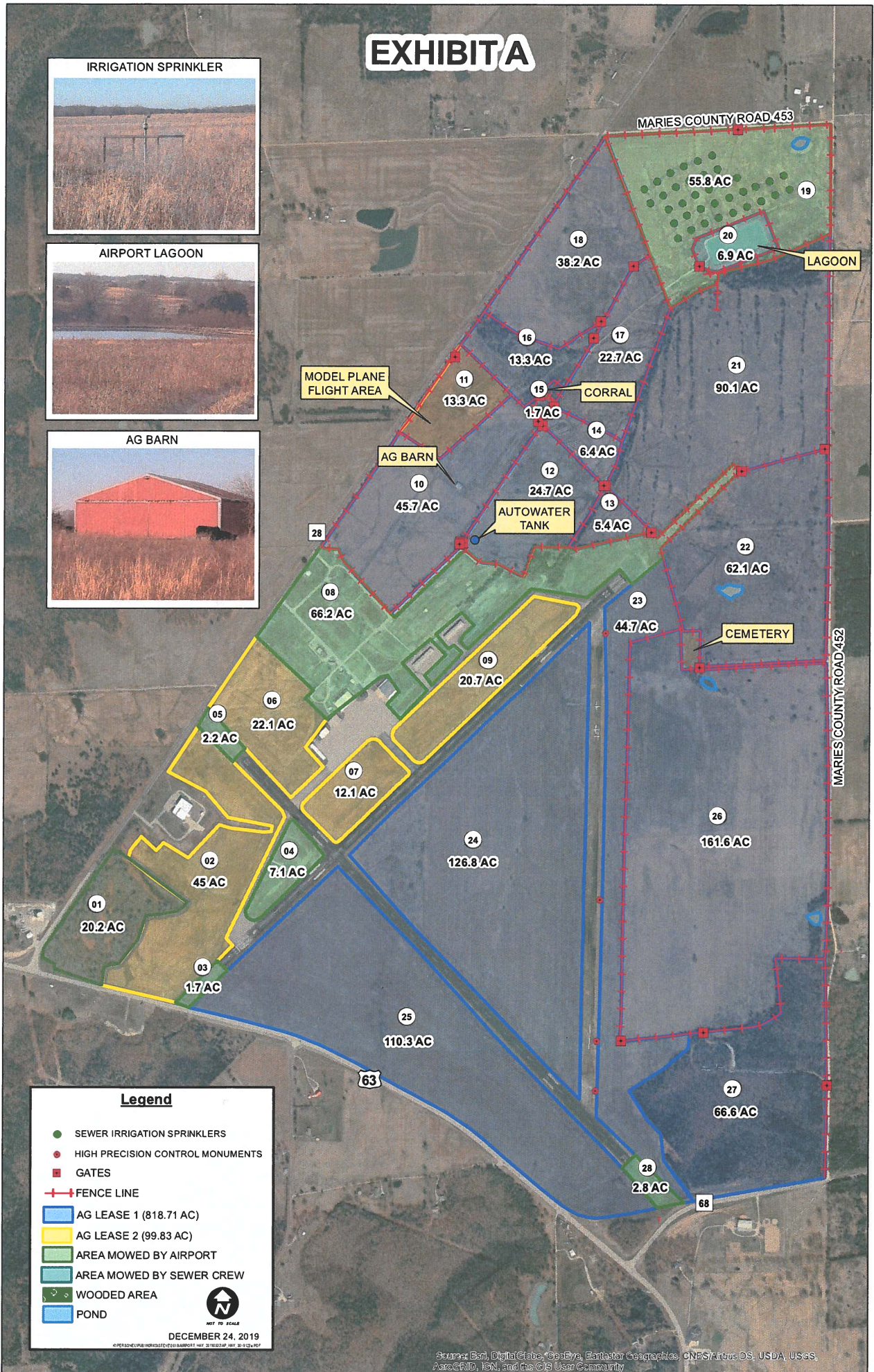
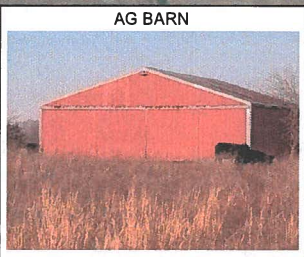
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Date Signed

IV. B. 11.



# EXHIBIT A



**Legend**

- SEWER IRRIGATION SPRINKLERS
- HIGH PRECISION CONTROL MONUMENTS
- GATES
- +— FENCE LINE
- AG LEASE 1 (818.71 AC)
- AG LEASE 2 (99.83 AC)
- AREA MOWED BY AIRPORT
- AREA MOWED BY SEWER CREW
- WOODED AREA
- POND

NOT TO SCALE  
DECEMBER 24, 2019

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

IV.B.12.



**Rolla National Airport Agriculture Lease**

<u>Proposal Name</u>	Greg Wilson 6525 Hwy H Salem, MO 573-247-6708	Dr. Joe & John Barnhart P.O. Box 999 Vienna, MO 65582 573-578-3086 <a href="http://www.lbcattle.com">www.lbcattle.com</a>	Cary Bouse Bouse Land & Cattle 21050 Maries Road 451 Vichy, MO 65580 573-259-2279 <a href="mailto:carybouse@yahoo.com">carybouse@yahoo.com</a>	Brian Patterson P.O. Box 307 Linn, MO 65051 573-690-1249 <a href="mailto:pattersonllc@hotmail.co">pattersonllc@hotmail.co</a>	Bruce Shanks, PhD 165 Sassafras Valley Lane Belle, MO 65013 573-578-3945 <a href="mailto:shanks_bruce@yahoo.com">shanks_bruce@yahoo.com</a>	Bruce Streumph P.O. Box 261 Vienna, MO 65582 573-619-2075 <a href="mailto:streumph@att.net">streumph@att.net</a>
<u>Use</u>	Hay/cow/calf operation	Hay/pasture for cattle	Hay/pasture for cattle	Grazing (cattle)/hay	Grazing (cattle) and hay production	High Quality hay and cattle pasturing
<u>Rent/Year</u>	0 \$13,088 (\$16/acre) \$13,088 \$16,360 (\$20/acre) \$16,360	\$41,718 (\$51/acre) Same Same Same Same	\$25,000 (\$35/acre) Same Same Same Same	\$14,724 (\$18/A) \$16,360 (\$20/A) \$18,814 (\$23/A) \$20,450 (\$25) \$22,904 (\$28)	\$20,000 (\$61.50/A) Same Same Same Same	\$22,777.77 (\$27.84/A) \$23,777.77 (\$29.06/A) \$24,777.77 (\$30.29/A) \$25,777.77 (\$31.51/A) \$27,777.77 (\$33.95/A)
<u>Field 19 Grazing Y/N</u>	Yes	Yes	Yes	Yes	Yes	Yes
<u>Special Conditions</u>	Lime/Fertilizer - Annually \$5,500/year	Fertility, Fencing, Weed Control, Water Supply, Angus Cattle - 25 years "Flexible" No Work Comp but Farm policy umbrella	250 head Angus 850 Acres Familiarity with current Ag lease & field condition Adjacent to Airport 3 FTE with Work Comp Construction Equipment	40+ yrs of experience Up to 600 Cattle May put in beans spray, fertilize, lime Farm liability in lieu of Work Comp	Manages 1,300 acres w/ 250 cows, 200 sheep and 40 goats. Full-time Farmer with BS/MS in Animal Science Assoc. Prof Agriculture Open to cost-share/grants Spend \$30,000/year on Land Improvements	Rented and did a nice job on Ag Lease 2 - 2019 USDA inspection/report - if awarded Letters of support Some equipment to purchase
<u>5 Year Total</u>	<b>\$58,896.00</b>	<b>\$208,590</b>	<b>\$125,000</b>	<b>\$93,252</b>	<b>\$100,000</b>	<b>\$124,888.85</b>

IV B.13.





CITY OF ROLLA  
CITY COUNCIL AGENDA

DEPARTMENT HEAD: Darin Pryor      ACTION REQUESTED: 1<sup>st</sup> Reading

ITEM/SUBJECT: Traffic Code Changes

BUDGET APPROPRIATION (IF APPLICABLE)

DATE: 02/18/20

\*\*\*\*\*

COMMENTARY:

Attached is an ordinance which would change Chapter 27 of the Rolla City Code relating to motor vehicles and traffic.

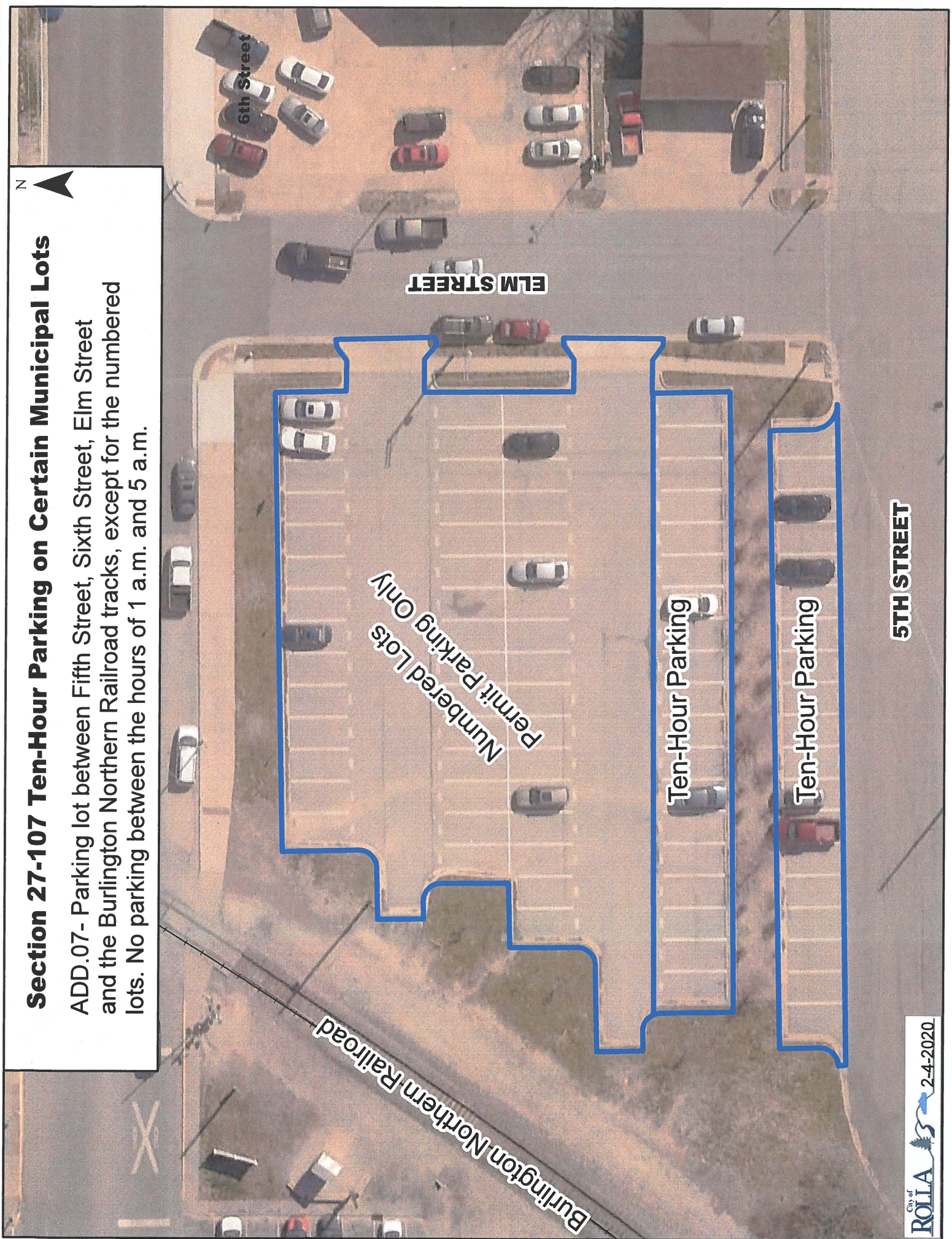
In the fall of 2016 a portion of the parking lot near the 6<sup>th</sup> and Elm intersection was changed from ten-hour parking to parking by permit only due to demand for permit parking. Demand for the permit parking in this lot has decreased. The attached ordinance would change a portion of the parking lot back to ten-hour parking.

Staff recommends approval of the ordinance.



### Section 27-107 Ten-Hour Parking on Certain Municipal Lots

ADD.07 - Parking lot between Fifth Street, Sixth Street, Elm Street and the Burlington Northern Railroad tracks, except for the numbered lots. No parking between the hours of 1 a.m. and 5 a.m.





ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE REPEALING SECTION 27-107 OF THE GENERAL ORDINANCES OF THE CITY OF ROLLA, MISSOURI KNOWN AS THE CODE OF THE CITY OF ROLLA, MISSOURI, AND ENACTING A NEW SECTION 27-107, IN LIEU THEREOF RELATING TO PARKING.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ROLLA, MISSOURI AS FOLLOWS:

**Section 1:** That Section 27-107 of the Code of the City of Rolla, Missouri, is hereby repealed and a new Section 27-107 is hereby enacted in lieu thereof as follows:

**Sec. 27-107. Ten-hour parking on certain municipal lots.**

No motor vehicle shall be parked for a period of time longer than ten consecutive hours, excluding weekends, unless otherwise posted on the following municipal lots:

- .01- Parking lot between Eighth Street and Ninth Street, west of Oak Street. (Ord. 4305)
- .02- Parking lot between Ninth Street and Tenth Street, Elm Street, and Oak Street, except for the four designated "Visitor Parking Spaces" at the southwest corner of the parking lot. (Ord. 4305)
- .03- Parking lot between Seventh Street and Eighth Street, along the west side of Elm Street. No parking between the hours of 7:00 a.m. and 5:00 p.m., excluding weekends, unless otherwise posted. (Ord. 4305)
- .04- Parking lot on the north side of Eighth Street and the west side of Rolla Street. No parking between the hours of 1 a.m. and 5 a.m. (Ord. 4305)
- .05- Parking lot on the east side of Park Street and the south side of Eighth Street and the west side of Main Street. No parking between the hours of 1 a.m. and 5 a.m. (Ord. 4305)
- .06- Parking lot being that portion of Cedar Street between Fourth Street and Fifth Street and also being lots 141, 142, 143, and 144, Block 5 of the James Addition to Rolla. (Ord. 4305)
- .07- Parking lot between Fifth Street, Sixth Street, Elm Street, and the Burlington Northern Railroad tracks, except for the numbered lots. No parking between the hours of 1 a.m. and 5 a.m.

It shall be unlawful for any person to cause or permit any motor vehicle registered in his/her name to be unlawfully parked as set out in this Section.



ORDINANCE NO. \_\_\_\_\_  
Page 2

**Section 2:** That this ordinance shall be in full force and effect from and after the date of its passage and approval.

PASSED BY THE CITY COUNCIL OF THE CITY OF ROLLA, MISSOURI, AND APPROVED BY THE MAYOR THIS 18<sup>TH</sup> DAY OF FEBRUARY 2020.

APPROVED:

ATTEST:

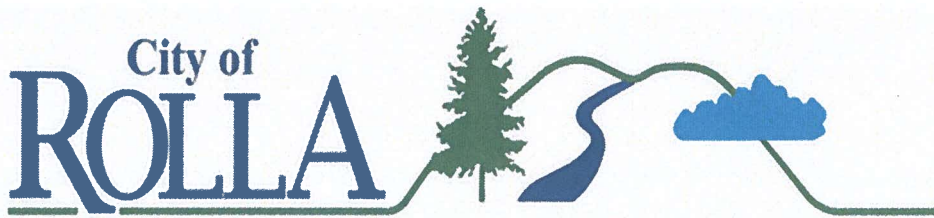
\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CITY CLERK

APPROVED AS TO FORM:

\_\_\_\_\_  
CITY COUNSELOR

IV.C.4.



**CITY OF ROLLA  
CITY COUNCIL AGENDA**

**DEPARTMENT:** Community Development

**ACTION REQUESTED:** First and Second Reading

**SUBJECT:** Modification to QuikTrip #7067 Subdivision: a minor subdivision to combine properties, change lot lines, and vacate easements resulting in two commercial lots located at 4001 Enterprise Drive

(SUB19-06)

**MEETING DATE:** February 18, 2020

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**Application and Notice:**

Applicant - QuikTrip  
Owner - Rolla Community Development Corporation  
Public Notice - Information available on city website

**Background:** The final plat was reviewed by the Planning and Zoning Commission in November of 2019. The ordinance to approve the plat was executed by the City Council in December 2019. However, the plat was not recorded at that time. The buyer of Lot A, QuikTrip, has been working with MoDOT to gain approval for the driveways they will need to serve the proposed gas station. MoDOT will approve the access, but requires that one of the driveways be relocated. The relocation requires that QuikTrip purchase an additional 25 foot strip of property. The strip is about 6,900 sq. ft. in area.

The revised plat will need to be reviewed by both the Planning and Zoning Commission and the City Council.

**Discussion:** The revised plat is not materially different from the plat that was previously reviewed and recommended for approval. The modification does not impact any easements. Both lots are still in compliance with all zoning and subdivision requirements.

**Planning and Zoning Commission Recommendation:**

The Rolla Planning and Zoning Commission conducted a public hearing on February 11, 2020 and voted 5-0 to recommend approval of the request.

**Prepared by:** Tom Coats, City Planner

**Attachments:** Revised Plat, Ordinance

IV D.1.

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE TO APPROVE THE MINOR SUBDIVISION FINAL PLAT OF QUIKTRIP #7067 SUBDIVISION. (SUB19-06)**

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ROLLA, MISSOURI AS FOLLOWS:**

**SECTION 1:** An ordinance re-approving the Minor Subdivision Final Plat of QuikTrip #7067 Subdivision in the City of Rolla, Phelps County, Missouri through the subdivision process.

**SECTION 2:** Ordinance No. 4531 was approved by the City Council on December 2, 2019, and duly recorded with the Phelps County Recorders Office for the vacating of certain easements. The final plat was reviewed and approved, but has not been recorded.

**SECTION 3:** The QuikTrip #7067 Subdivision Final Plat was revised to modify a property line. The revised plat has been reviewed by the Planning and Zoning Commission and the City Council.

**SECTION 4:** That this Ordinance shall be in full force and effect from and after its passage and approval. Building permits may not be issued by the Community Development Department until the revised plat has been filed with the Phelps County Recorder of Deeds.

**PASSED BY THE CITY COUNCIL OF THE CITY OF ROLLA, MISSOURI, AND APPROVED BY THE MAYOR THIS 18th DAY OF FEBRUARY 2020.**

APPROVED:

\_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
City Counselor

IV, D.2.













ITEM NO.         V A.2