

**CONVENTION AND TOURISM COMMITTEE
REGULAR MEETING
5:00 p.m. WEDNESDAY, DECEMBER 10, 2025
City Hall, 215 S. Broadway**

Livestream link:

<https://boxcast.tv/view/convention-and-tourism-ovn5uu5yqiwo4tagduvs>

1. ADOPT AGENDA
2. APPROVE MINUTES of November 12, 2025, regular meeting.
3. FINANCE REPORT
 - a. Funding Processes – Updated CTC Fund Totals
4. SCHEDULED VISITORS
5. PUBLIC COMMENTS – Persons who wish to address the Convention and Tourism Committee regarding items not on the agenda may do so at this time. Speakers will be limited to three (3) minutes. Any presentation is for informational purposes only. **No action will be taken.**
6. NEW BUSINESS
 - a. Discussion of On-Site Meeting with Park & Tree Board at 2nd & Mulberry Block (no memo)
 - b. 2025 Wrap-Up – Year-End Discussion
 - c. 2027 Budget Priorities
7. OLD BUSINESS
8. ANNOUNCEMENTS
 - a. The next regular meeting of the Convention and Tourism Committee is scheduled at 5:00 p.m., Wednesday, January 14, 2026.
9. ADJOURNMENT

The Louisburg Convention & Tourism Committee’s mission statement is: *Fostering Sustainable Growth, Cultivating Community Pride: Our mission is to regenerate the spirit of our small farm town by promoting and preserving its agricultural heritage, nurturing local culture, and creating enriching experiences for visitors. Through sustainable tourism initiatives, we aim to enhance economic vitality while fostering a sense of community pride and connection in our region.*

Louisburg Convention & Tourism Committee Regular Meeting
City Council Chambers, Louisburg City Hall

November 12, 2025

Livestream link:

<https://boxcast.tv/view/convention--tourism-committee-tmsggjcagd7tccwmxwpy>

The Convention and Tourism Committee of the City of Louisburg, Kansas, met at 5:00 p.m. in regular session in the City Hall Council Chambers. Chairperson Anna Sprague presiding.

Committee Members:	Paul Scruggs, Erin Ptacek, Cindy Reynolds
Mayor:	Donna Cook
City Council:	Steve Town
City Administrator:	Nathan Law
City Staff:	Katherine Louderbaugh, Jean Carder
Visitors:	Andy Nowachek, Kim Mayberry,

APPROVAL OF THE AGENDA

Erin Ptacek moved, seconded by Anna Sprague and carried 4-0, to approve the agenda as amended.

APPROVAL OF THE MINUTES

Paul Scruggs moved, seconded by Ptacek and carried 4-0, to approve the September 10, 2025, minutes.

FINANCE REPORT

Planning Director Louderbaugh informed the Committee the totals they see in the memo before them is similar to the prior month, and Louderbaugh is working to have Finance Director Rick Mikesic come and speak with the Committee (he was unavailable tonight due to a conflict). An update was provided for the Cumulative Transient Guest Tax, and there have not been any expenditures outside of that.

PUBLIC COMMENTS

None.

NEW BUSINESS

1. **Music at 2025 Farmer's Market Events – Discussion of Fifth Event (September 13) & 2026 Farmer's Market Events:** Ptacek addressed the Farmer's Market visitors in the room and asked them to introduce themselves. Andy Nowachek, founder of Original Farmer's Market, introduced himself along with his daughter Paula and wife Wendy. He also introduced Marcia and Ernie Schultz with the Original Farmer's Market. He informed the CTC that the Original Farmer's Market has a committee that works on their behalf.

Melvin Kueser, Nomad Market KC, was also in attendance and introduced himself to the committee.

Louderbaugh noted it would be a good idea to discuss how the September Music at the Market event went. Cindy Reynolds asked to hear from the Farmer's Market representatives for their input. Nowachek noted the music was fine, as long as the vendors could still talk with their customers. He said they have learned from farmer's markets over the years if music is too loud and vendors can't talk to customers, they won't be able to sell products and customers will leave. It was noted quiet background music was okay, but they were not in favor of loud music.

Reynolds asked Keuser what his input was on the Music at the Market events. Keuser said their concerns were along the same lines, but they believed there was an uptick in attendance on the Music at the Market weekends. He also said they enjoyed the music, but the logistics of the layout need to be thought out better. It was noted when the musical performers were moved to the middle of the block, people couldn't really hear them. He said they'd like to continue having Music at the Market, but to change the layout. Reynolds and Scruggs asked if he felt it was beneficial and offered value, and he said yes. He said they thought they did see an increase in attendance. He noted on the Music at the Market Saturday events, it was advertised on the EMC (Electronic Messaging Center) sign on Amity / K-68 and he thought that it helped with visitors.

Reynolds asked if there was signage on non-Music at the Market weekends, and who was responsible for that / who is responsible for the electronic sign. Jean Carder, Communications Coordinator, said she is responsible for the EMC sign, but the content has to fit within the bounds of what can be advertised (no specific businesses, business sales, etc.) and has to be provided to her in an appropriate amount of time to be advertised. It was clarified the advertisement on the EMC sign focused on Music at the Market weekends but not regular farmer's market events.

Reynolds said as a grower / maker herself, she appreciates locally produced products and feels Louisburg is in a great position and location close to population hubs. She explained the recommendations she makes to visitors to the area, and what sorts of things there are to do in Miami County. She also noted she doesn't entirely understand the history of the two farmer's markets and the objectives of each. She asked if there was a desire to grow the market, grow attendees, add vendors, etc.

Nowachek said the Original Farmer's Market sets up in the Spring and Summer (June through September). Reynolds asked if anyone does fall vegetables, and Nowachek said due to scheduling, the current months are easiest for their vendors. Keuser said a lot of the Nomad Market members were previously Original Market members. He said they saw the opportunity and were asked by the public to stay open longer during the year. Nomad Market moves into Louisburg Marketplace on November 1 and moves back outside on April 1.

Kim Mayberry of the Original Farmer's Market noted there is a noticeable drop off once school and fall sports start, but there is certainly a need for both. Further discussion occurred regarding the timing of the markets. Signage was discussed, and Nowachek noted he used to put up a substantial amount of signage and he didn't get all of them back. Scruggs asked if anyone manages the mix of products / vendors at the markets. Nowachek said when they started, all they had were homegrown products. Mayberry said it is a mixture of items now. She tries to welcome people while telling them about the differences in the markets for those who would prefer a year-round market. She also lets them know about duplicate products to what are already coming to the market.

Reynolds asked if the city charges the farmer's markets to use the S. 2nd and Mulberry block. Nowachek said they pay \$50 per year for temporary signage and explained the parameters of the signage. He said if there is any left over, they usually donate \$100-200 as a thank you to the city. Reynolds asked for clarification about the city taking donations. Administrator Law said the permit fee is \$50, the donations mentioned are gifted to the city. Reynolds asked if Nomad put up signs, and Louderbaugh said she believed they didn't put any signage up this year.

Sprague asked how people find the markets. Mayberry said there is a decent amount of traffic on Facebook, as well as word-of-mouth and repeat customers. Ptacek explained the function of the CTC and how CTC could help the markets attract more people to Louisburg. Reynolds asked for clarification on if this is the “City of Louisburg” farmer’s market (as it is on city property) and it was clarified this is not specifically controlled or participated in by the city but is just held on city property. Ernie Schultz asked if any of the board members had been to the farmer’s market when it is in session, and they all responded they had been in attendance last summer. Nowachek said they have been to different markets to see what works and what doesn’t, to help inform their markets. He also noted after 11:00 AM, the traffic at the market substantially lessens, especially in the summer when it gets hot.

Nowachek asked if there were long-term plans to put up an awning or anything like that over at the S. 2nd and Mulberry block. It was noted nothing has been approved for this area yet. Mayberry asked if the Parks and Tourism boards could approve something for this area. Sprague said the CTC has a small budget and wanted to start by bringing people in for the farmers’ market, which she believes worked. She noted the 2026 FIFA World Cup is coming to Kansas City next year, and they have been informed there will be a large influx of people to the KC metro area. She said the goal is to bring people to Louisburg to see what we have. The CTC had a goal to bring a larger musical group to the area to bring additional people and funds to the area during FIFA.

Nowachek said he thinks the current location of the music is good, as you can hear it all around the block. He reiterated the goal is to have music but to be able to have vendors and customers able to communicate. Ptacek said she was hoping to hear goals specific to the farmer’s markets. Nowachek said the history of Louisburg and surrounding towns is very interesting and thought it would be neat to have placards located around with the history. Ptacek asked about potentially giving the Louisburg Historical Society a booth at the farmer’s market.

Scruggs said he thinks you could build this to whatever you’d like it to be, simply because of where Louisburg is located. He said his wife previously ran the Paola farmer’s market and feels the Louisburg market has better potential due to its location. He asked if the markets were wanting to grow or not. Nowachek said you need to have the correct ratio of customers to vendors to be able to grow. Mayberry said the space isn’t ready for a bigger market yet. She noted there were 3 weeks the port-a-potty didn’t get cleaned. These are rented by the city but maintained by local company. Mayberry said you need seating, gathering space for people, bathrooms, water and electricity. She said currently they do fine without electricity but would need those items to grow the market. She noted setup of the market is also an issue. Further discussion occurred on site setup. Mayberry said the trash cans were a welcome addition, but it would be helpful to have physical stoppers for the car parking stalls, as it could be hazardous.

Scruggs asked if they find value in the activities brought to the market for kids. Mayberry said she thinks that was probably their best week. She didn’t feel like the music brought a lot of traffic, but it was the first year of the Music at the Market. She felt posting and sending the info to the schools was very helpful. Ptacek asked if they were ultimately hoping for growth. Kueser said Nomad is looking for the market to grow. They don’t want it to be huge but would like it to be larger to bring additional community involvement and attendees. He said one weekend they had an excess of 40 vendors and believes several weekends over the summer there were likely over 300 people. He noted the people they visit with seem to be spending a large portion of their day in Louisburg, likely patronizing other businesses in the area.

Ptacek asked how to go about a broader conversation and to continue the discussion in a workshop setting. Reynolds asked if the 2026 budget was already solidified, and Louderbaugh said yes. Louderbaugh said the CTC budget is about \$10,300 and \$2,000 for the Discover Kansas advertising. Ptacek said she thinks if they start now, they can come up with a plan to help benefit everyone. Louderbaugh asked for clarification on what a workshop would look like, and Ptacek said she envisioned going out to the site to discuss layouts and ideas between the boards and farmer’s market representatives.

Law noted the timing of a meeting is good as staff is gearing up for 2027 budget season and will need the boards to be bringing back their lists of priorities. He also noted this discussion isn't exclusive to CTC regarding this property, as it also relates to Park and Tree Board. He said the Park and Tree Board went out to the site to consider the overall use of the property, and it might be a good idea for CTC to do the same. Further discussion occurred on what this meeting would look like.

It was noted that Louderbaugh would put together an outline and work to connect the various boards to set up a meeting, as well as look at signage possibilities for the history of the city. Mayberry asked if there could be a pamphlet put together to show Louisburg attractions and parks. Additional discussion occurred on this point. Mayor Cook said that the Chamber was working to put this together in advance of the 2026 World Cup. It was suggested to do a QR code and pamphlet for this. Kueser asked if the Farmer's Markets could get a shoutout in the quarterly newsletter that the city puts out. Law said the limitation is similar to the electronic sign, where the city can't call out specific businesses / school fundraiser events / etc.

2. **2027 Budget Priorities:** Administrator Law asked the committee to begin thinking about their 2027 budget priorities as the joint meetings between the board representatives and the City Council will be scheduled soon. Louderbaugh said she would bring the items requested for 2026 to the CTC for review.

OLD BUSINESS

None.

ANNOUNCEMENTS

The next regular meeting will be at 5:00 p.m. Wednesday, December 10, 2025.

ADJOURNMENT

At 5:58 p.m., Ptacek moved, seconded by Sprague and carried 4-0, to adjourn the meeting.

Submitted by:

Katherine Louderbaugh
Acting recording secretary



To: Convention & Tourism Committee

From: Katherine Louderbaugh, AICP – Planning & Development Director

Date: December 5, 2025

Re: Item 3 – Finance Report

Per prior discussion, staff will be providing financial information for the committee at our upcoming meetings, specifically current balances and future charges, as they are available. Staff has compiled the updated fund totals (as of 12/4/25), which are noted below:

1. Cumulative Transient Guest Tax Revenues: \$15,828.40
2. Donation from former Louisburg Community Connection: \$5,695
3. *Remaining budget authority funds after 2025 expenses: \$525
 - a. May Music at the Market Performer Fee (paid): -\$200
 - b. June Music at the Market Performer Fee (paid): -\$200
 - c. July Music at the Market Performer Fee (paid): -\$200
 - d. August Music at the Market Performer Fee (paid): -\$200
 - e. September Music at the Market Performer Fee (paid): -\$200
 - f. Discover Kansas Ad Cost (paid): -\$475

**This was an approved budget for Discover Kansas Advertising. Should the CTC desire to spend remaining funds on other items in 2025, City Council approval will be required.*

Please note, there has been no change since the last totals that were reported.

Financial: No action required.

Recommendation: Read and file.



To: Convention & Tourism Committee

From: Katherine Louderbaugh, AICP – Planning & Development Director

Date: December 5, 2025

Re: Item 6b – 2025 Year-End Wrap-Up

As we are rapidly approaching the end of 2025, it is important to look back and see all of the work that has been done this past year!

The Convention and Tourism Committee had meetings the following months of 2025: January, February, March, April, June, July, August, September, November, and December.

The following topics were discussed at CTC meetings in 2025:

- 2026 Budget / Joint Meeting between City Council and Boards / Committees
- 2025 Farmer's Market Events
- S. 2nd St. and Mulberry St. Block
- Tourism Tri-fold Brochures
- Convention & Tourism By-Laws
- Discover Kansas Magazine Advertisement
- 2026 World Cup
- Convention & Tourism Definitions & State Statutes
- KOMA (Kansas Open Meetings Act)
- 2026 Farmer's Market Events (in conjunction with Original & Nomad Farmer's Market representatives)
- Joint committee meeting with CTC and Park & Tree Board to discuss future of 2nd and Mulberry Block

The following 2026 budget items were requested:

- Farm dinners (not approved)
- Musical event (approved)

The following CTC-sponsored events were held in 2025:

- Music at the Market 1st Event – May 10, 2025 – Sean McNown
- Music at the Market 2nd Event – June 14, 2025 – Sean McNown

- Music at the Market 3rd Event – July 12, 2025 – Miguel Caraballo
- Music at the Market 4th Event – August 9, 2025 – Nick Nave
- Music at the Market 5th Event – September 13, 2025 – Nick Nave

Financial: None.

Recommendation: Discuss and read / file.



To: Convention & Tourism Committee

From: Katherine Louderbaugh, AICP – Planning & Development Director

Date: December 5, 2025

Re: Item 6c – 2027 Budget Priorities

As discussed at the November CTC meeting, it is time to start looking ahead at the 2027 budget! City Administrator Law requested that CTC members bring requested budget items to the December meeting for staff to research to bring back to the City Council. Staff would also like to provide a reminder of what was requested last year, along with the amount requested.

1. **Farm Dinners** - \$16,200 discussed, removed from consideration by CTC for 2026 budget.
2. **Musical Event** - \$10,300 requested, approved for 2026 budget.

Please provide information on budget items you'd like to request for 2027. Staff will research and provide updated information in advance of the joint boards and commissions meeting with the City Council. At the January meeting, the chair or designated representative will need to be chosen to represent the CTC at the joint boards and commissions meeting.

Financial: None.

Recommendation: Discuss and direct staff as desired.