

02-10 Community Board Meeting: KCBS Barbecue Planning, Sponsorships, Route 66 Festival, and Monthly Event Calendar

Meeting Information

Date: 2026-02-10 16:59:39

Location: St. Robert Municipal Center Council Chambers

Committee Members Present: *Mark Parker, Anita Ivey, Travis Brooks, Dawn Stroud, Gene Newkirk, John Moore, Linda Daniels, Mark Verry, Keala Bennett, Evelyn Walters, Stephanie Laderer, Yvonne Whitaker, Audie Marsh, Kim Crone, Carolyn Breckinridge, Eloy Garcia, Brittany Marsh, Jason Jorgensen Horn*

Meeting Notes

- Topic Title: Approval of Previous Meeting Minutes at 17:00:00
 - Description:
 - Minutes from the last board meeting were included in the packet.
 - Motion to approve made by Linda, seconded by Yvonne.
 - Vote taken; approval indicated by “Aye.”
 - Conclusion:
 - Previous meeting minutes approved.
- Topic Title: Participant Introductions and Board Rebuilding
 - Description:
 - Numerous new members introduced themselves and their roles (city council, park assistant, residents, business owners).
 - Background: Park board was robust (~20 members) pre-COVID; activity dropped due to COVID.
 - Effort underway to rebuild the board; appreciation expressed to attendees.

- Conclusion:
 - Board rebuilding acknowledged; strong turnout welcomed.

KCBS Barbecue Competition: Status, Judge Staffing, and Planning

- Description:
 - Working group planned within 1–1.5 weeks to review KCBS organizer checklist; barbecue-focused meeting scheduled for Wednesday, February 18 at 4:00 PM, with potential weekly cadence in March.
 - Event date is March 28; last weekend in March is locked annually to avoid regional KCBS conflicts.
 - Current status: awards prepared; teams beginning to enroll.
 - Team targets: Need 25 teams for national qualifier points; current counts are 10 (Master Series), 6 (Backyard), 7 (One Meat). Non-KCBS entries count toward totals; Masters require KCBS team numbers for points.
 - Conundrum: Teams wait for 25 entries before signing; prize money is linked to entries; organizers are nervous with 2–3 weeks remaining.
 - Judges: Confirmed judges fluctuated from 27 to 25 due to KCBS site withdrawals. Aim to cover up to 25 teams with buffer; suggestion to invite 30–32 judges to account for 10–15% no-shows. Each table needs six pieces of each meat; judges take one bite and keep leftovers; table captains needed per six judges.
 - Prior approach when short: briefly trained non-officials from the crowd; teams were informed. Explore a 48-hour notice protocol to surplus judges per KCBS systems; KCBS handles judging operations day-of and provides an organizer's guide with timelines.
 - Operations: Last-minute supplies (paper towels, napkins, utensils, crackers) pending; John to manage turn-in area; Anita to handle post-judging distribution and needs assistance. Mark is responsible for concessions coordination; city runs concessions with volunteers (military groups have assisted).
 - Event purpose and public access: Benefits "Shop with a Cop" and local economic development. Public can attend and engage teams; KCBS no longer permits public tastings as before COVID. Revenue from city-run concessions (smoked chicken, pulled pork lunch trays ~10–12), silent auction, and visitor spending; no external food trucks for the competition.
 - Judge continuity: Overall judge (Titus) confirmed same as past 2–3 years; past volunteer displacement due to excess judges noted—aim to calibrate invitations to respect volunteer roles.

- Conclusion:
 - Immediate focus on forming the barbecue working group, accelerating team sign-ups to reach 25, and targeting judge staffing with a buffer (30–32) while clarifying surplus notification procedures.
- Topic Title: Sponsorships and Silent Auction Planning
 - Description:
 - Sponsorship program: Gold level at 300; banners displayed across park events, community center, and pool for the season (year-long visibility).
 - Need volunteers for sponsorship outreach and silent auction item collection; businesses prefer ROI (banners, ads). Consider “raise sponsorship” nights (percentage-of-proceeds on slower days) with matching donations.
 - Silent auction benefits “Shop with a Cop”; typical items include gift cards (Branson, Cardinals), airline tickets; past success with 40–50 items. Last year’s raised amount referenced variably (“between nineteen hundred to five thousand”).
 - Concern: Donor fatigue due to three major silent auctions in the community; start earlier next year to avoid overlap and consider sourcing items from nearby cities.
 - Clarified that barbecue team entry fees go to prize money; auction and food sales fund Shop with a Cop; no skim from donations.
 - Conclusion:
 - Sponsorship and silent auction are key fundraising streams; volunteers are needed now, and earlier planning is advised for future years to mitigate donor fatigue.
- Topic Title: Community Involvement and Volunteer Recruitment
 - Description:
 - Plan to invite community members (not just board) to the barbecue working group.
 - Call for volunteers to help with thank-you items or sponsorships; Travis is the contact (park@strobert.com).
 - Volunteers handle concessions, cooking, trash, and operations support.
 - Conclusion:
 - Volunteers and sponsors should contact Travis with ideas and contributions; community participation encouraged in working groups.
- Topic Title: Brainstorming Process for Event Ideas
 - Description:

- Everyone to brainstorm and send ideas to Travis; Travis will distribute the current list and consolidate for review and voting at the next meeting.
 - Deadline: end of business next Friday to send ideas to park@strobert.com.
- Conclusion:
 - Motion carried to proceed with brainstorming and consolidation by Travis, with voting next meeting.
- Topic Title: Alcohol Service Requirements for Events
 - Description:
 - Alcohol service requires a licensed provider and a contained area (e.g., beer garden); ensure alcohol does not leave the designated area. Need a vendor with a liquor license.
 - Conclusion:
 - Compliance requirements acknowledged; license holder not yet designated.

Route 66 Planning: Motor Car Ride, Bicycle Ride, and Local Festival

- Description:
 - Differentiated the Motorcraft-sponsored Route 66 car group stop at Neon Park (handled by Bath Tourism) from a local community celebration; intent to align a local event to “capture” visitors with giveaways (e.g., magnets) and food vendors.
 - Upcoming Route 66 activities: motor car ride in June; bicycle ride over Labor Day with St. Robert as a stop; Waynesville event on June 6; Lebanon hosts a large Route 66 event on an alternative date. Consider August 1 alignment with garage sale for synergy, but school schedules are a concern.
 - Proposed a one-day Route 66 Festival in St. Robert with programming such as Battle of the Bands, skateboard competition, sidewalk Route 66 art with Pulaski Art Alliance, high school art display at the community center; use the park complex (Neon Park, pool, community center) due to location constraints.
 - Motion passed to set Saturday, August 8 as the event date for the Route 66 Festival.
 - Community engagement components (e.g., backyard dad competition, kids’ barbecue) discussed for future years; operational binders exist with Mark and another location for sharing if others join.
 - Venue/logistics: St. Robert lacks a central square; park complex can be blocked off; tent capacity limits on the baseball field;

abundant local food trucks could support vending (permits needed).

- Clarifying intent: need to balance community celebration and visitor attraction; define objectives to guide planning and marketing.
- Conclusion:
 - Route 66 Festival set for August 8 with committee-led programming; align Neon Park pit stop strategies and define event objectives; consider food truck integration and logistics.
- Topic Title: Monthly Event Cadence and Near-Term Activities
 - Description:
 - Aim to have an event every month; create and share a calendar of events; assign leads per event through 2026; last year's calendar to be redistributed for volunteer sign-ups.
 - Near-term events: barbecue date confirmation needed soon; Easter egg hunt at the golf course with a night glow concept (early for younger kids, later for older kids), volunteers to fill eggs during the barbecue; use glow lights; Sparklight interested in a table; April 4 appears on the calendar; sunset/darkness timing to be confirmed.
 - Additional ideas: "Great St. Robert Campout" at the softball field (Boy Scouts for safety, chuck wagon dinner, family fee, outdoor movie tied to 250th birthday theme), hootenanny sing-along, scavenger hunt, all-night multi-genre music event, Relay for Life/charity walk (verify current local status), "Bunyan Derby" themed race to honor Route 66 traditions; coordinate with Melissa on the Bunyan Run.
 - City council meeting changes may shift park meeting days; updates to be sent via email/survey; consider later meeting times to accommodate families.
 - Conclusion:
 - Revise and share the annual event calendar; set near-term dates and leads; proceed with Easter night glow planning; outreach to Melissa for Bunyan Run; communicate schedule changes broadly.

The meeting was adjourned at 18:26:00.

- Description:
 - Motion to approve made by Kaela, seconded by Eloy.
 - Vote taken; approval indicated by "Aye."
- Conclusion:

- Previous meeting minutes approved.

Next Arrangements

- ☐ Form barbecue working group within 1–1.5 weeks to review KCBS checklist and assign tasks; hold first meeting Wednesday, February 18 at 4:00 PM and establish ongoing cadence.
- ☐ Invite additional KCBS judges to reach 30–32 confirmations to cover up to 25 teams; consider 10–15% no-show buffer; finalize table captain assignments.
- ☐ Accelerate team recruitment to reach 25 teams for national qualifier status; designate a lead and timeline.
- ☐ Define protocol for 48-hour notification to surplus judges aligned with KCBS systems; communicate expectations to judges.
- ☐ Assign volunteers to procure last-minute supplies (paper towels, napkins, utensils, crackers) with checklist owner and purchasing deadlines.
- ☐ Coordinate concessions staffing and volunteer roles; confirm Mark as lead; maintain city-managed food sales for the competition.
- ☐ Recruit volunteers for sponsorship outreach using the 300 banner program; prepare materials (monetary vs. event-based ROI offers) and assign canvassing zones.
- ☐ Recruit volunteers to collect silent auction items for Shop with a Cop; appoint a coordinator and set outreach targets to mitigate donor fatigue; clarify fundraising targets.
- ☐ Anita to identify and onboard at least one helper for post-judging distribution; coordinate with John on turn-in area operations and volunteer scheduling.
- ☐ Plan Route 66 Festival program for August 8; form committee to define itinerary and activities; confirm coordination with Bath Tourism for the Motorcraft car group stop at Neon Park.
- ☐ Develop Neon Park pit stop plan for June motor event (e.g., magnets, signage, staffing); seek permission to set up food trucks near the identified business and arrange traffic control.
- ☐ Decide and announce any additional Route 66 dates (e.g., August 1 garage sale alignment) if applicable; define objectives (community vs. visitor focus).
- ☐ Share organizer binders and last year's event calendar; identify town leads for multi-city series (for next year) and collect volunteers to lead monthly events through 2026.
- ☐ Coordinate Easter egg hunt logistics for April 4 (venue, glow lights, volunteer egg-filling during barbecue, Sparklight table); confirm sunset/darkness timing and safety plan.
- ☐ Send individual brainstorming ideas to Travis by end of business next Friday; Travis to email the current event list to all participants and consolidate for next-meeting voting.

- ☐ Identify a licensed alcohol vendor and set up a contained service area if alcohol is included; assign compliance lead.
- ☐ Coordinate with Melissa regarding the Bunyan Run and outline next steps/timeline.
- ☐ Travis to send survey/update about park meeting schedule changes due to city council timing; consider later meeting times for accessibility.
- ☐ Verify availability of food trucks and necessary permits for events; assess tent capacity and safety planning for potential campout at the softball field.
- ☐ [Insert more]