

**Tourism Board Meeting
Tuscola City Hall – 214 N Main ST
March 16, 2021**

The meeting was called to order at 8:30 am. In attendance: Drew Hoel, Bill Hill, Devon Story, Michelle Black, Donna Kidwell, Stacey Rae, Anna Nelson, and Alta Long.

Old Business:

Anna opened the meeting and presented the minutes of the November 17, 2020 meeting. She noted the delay due to COVID-19. Bill motioned to approve the minutes as presented and Devon seconded the motion. All were in favor of the motion and the motion passed.

Donna motioned to approve the bills lists from 11/15/20 in the amount of \$8,574.99. Stacey seconded the motion. All were in favor, motion passed.

Old Business:

New Business:

Anna gave a brief update of upcoming event. Kiwanis Easter Egg hunt is canceled for this year. They have decided to hand out candy to students at Northward. Miss Tuscola would like to host their pageant in July. Anna is working with Denise on the details.

Anna asked the board for any feedback on ideas they can include in next year's budget. She said they are going to expand their advertising efforts to support local businesses in Tuscola. Alta mentioned interstate travelers would be beneficial with LOVES recently opening. She is suggesting new billboard designs and geofencing ads to target travelers along 57. Other items mentioned included: Directional signage downtown, murals, map of local businesses, itineraries, and expanding downtown history walk.

Anna included the annual report to council for the board to review.

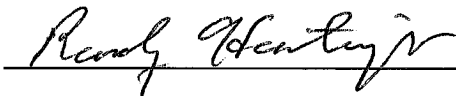
Anna also updated the board on Visit Champaign. They are planning to do a small run (35,000) of their visitor guide this year. They did not print copies last year; it was only digital. They will also be placing ads in the Midwest Living and AAA Living publications. In addition, they will focus heavily on social media marketing, travel tip lists (top 5 activities, etc.) They also have a goal to do more video content on their website and social.

Anna presented the grant request for Flesor's Candy Kitchen. They are asking for \$600 toward their interstate signage. This was tentatively approved via email. Drew made a motion to approve and Michele seconded. All in favor motion passed.

Devon motioned to adjourn and Donna seconded. All in favor.

Next Meeting Date: April 20, 2021 – 8:30 am at City Hall

Approved:



Randy Hastings, President

Report Criteria:

Detail report.

Invoices with totals above \$0 included.

Paid and unpaid invoices included.

Invoice Detail GL Account = "061005000"-"061005999"

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
LAMAR COMPANIES	112285013-030	TOURISM-BILLBOARD	03/08/2021	365.00	365.00	03/22/2021
NEXSTAR BROADCASTING	2765236-1-112	TOURISM-ADVERTISING/WCIA	11/29/2020	1,410.00	1,410.00	03/15/2021
RAY, RACHEL L	031021	TOURISM-DIGITAL PHOTO FILES OF MUSEUM MU	03/10/2021	21.00	21.00	03/19/2021
GFI DIGITAL, INC	1907684-0406	TOURISM-COPIES	04/06/2021	77.26	77.26	04/13/2021
CARDMEMBER SERVICE	2712-031521	TOURISM-AMISH COUNTRY E-MAIL SERVICE	03/15/2021	6.00	6.00	03/26/2021
EASTERN ILLINI ELECTRIC	1111100400-03	TOURISM-HIGHWAY SIGN	03/30/2021	45.60	45.60	04/13/2021
AMEREN ILLINOIS	1299027042-0	1151 N CO RD 1050 E-ELECTRIC	04/01/2021	26.80	26.80	04/13/2021
WINTERBERRY	031620	TOURISM GRANT FOR RURAL LIFE ANTIQUE SHO	03/16/2020	1,792.50	1,792.50	03/22/2021
Grand Totals:				3,744.16	3,744.16	

Dated: 5-18-21

Tourism Board President -



Randy Hastings