

## **Tourism Board Meeting**

### **May 16, 2017**

The meeting was called to order approximately 8:30 am. In attendance: Drew Hoel, Randy Hastings, Donna Kidwell, Morrie Mendenhall, Alta Long, and Anna Nelson.

Motion to approve the minutes from the April 18, 2017 board meeting made by Donna, seconded by Morrie. All in favor, motion passed.

Motion to approve the bills list from 4/13/17-5/11/17 in the amount of \$5,145.55 made by Morrie, seconded by Randy. All in favor, motion passed.

#### **Old Business:**

Anna updated the board on Sparks in the Park. She explained that they have contracted the teen activities to go on in the late afternoon. She also has 4 food vendors signed up, and expects several more to sign up. The community band will be returning this year as well as the Kitchen Band. Anna also said she will be sending out firework donation requests early June. They have plans to host Kid Town again this year and are always looking for more organizations and businesses to join! Drew asked in the wood working classes would return again this year. Anna explained that after the Benchworx owner will be increasing the price this year. The price would be \$900 this year, as opposed to \$650 last year. Drew suggested the board pay the extra as it was a well-attended activity. Morrie thought that it would be a good addition to the event. Morrie made a motion to approve \$900 for Benchworx and Randy seconded. All in favor motion passed.

Anna presented the new logo design to the board. She put together a packet for the board to review for the discussion. Anna explained that this new logo is will be more versatile with different design elements and more variety in the color pallet. Randy mentioned he like that there were 2 one color options that could be used, as full color printing may be too expensive for some pieces. Overall the board liked the versatility of the new logo.

Anna updated the board on the outdoor movie night and artisan market. Anna explained that she's started inviting vendors for the artisan market and promoting the event. She also said they are planning on changing the movie for June 23 to Beauty and the Beast since it now has earlier release date.

Anna reminded the board she will be submitting the board reappointments at the next City Council meeting. Anna asked for a motion to reappoint Randy Hastings as the board president. Donna made a motion and Drew seconded. All in favor motion passed.

#### **New Business:**

A grant request was submitted by Flesor's for their tourism directional signage on Rt. 36 for \$140. Randy made a motion to approve the request and Drew seconded. All in favor motion passed.

A grant request was submitted from Outlets of Tuscola for the Farm Progress Show. They are asking for \$2,500 to be used for promotional items and incentives. Outlets of Tuscola plans to spend \$5,000 on advertising with the show. Donna made a motion to approve the request and Randy seconded. All in favor motion passed.

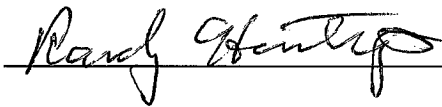
Drew informed the board that Sara Seed was unable to attend today's meeting as originally planned. He explained that she is the new marketing coordinator for Ironhorse and was hoping to speak with the board about various marketing efforts. Drew said he would have Anna coordinate contact between Sara and the all the board members.

Alta presented the to the board the new website proposal. She has been working with Cybernautic to develop a plan for our new website. Alta mentioned that 2 years ago when they were sourcing quotes for a new website their bid was much higher, though she really liked their website and system. This time they have decided not to do 2 separate websites, but just one website that will house both government and tourist info. Alta also explained that

the back end of this website is much more user friendly than any other website they have had in the past. Morrie made a motion to approve up to \$15,000 to be used on the website. Donna seconded. All in favor motion passed.

A motion to adjourn was made by Morrie and seconded by Donna. All in favor motion passed.

Next Meeting Date: Tuesday, June 20, 2017 – 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
LEE ENTERPRISES-CENTRAL I	111-60016985-	TOURISM-ADVERTISING IN THE GETAWAY GUIDE	04/30/2017	734.00	734.00	05/23/2017
LAMAR COMPANIES	108079322-05	TOURISM-BILLBOARD	05/08/2017	350.00	350.00	05/23/2017
LAMAR COMPANIES	108160110-06	TOURISM-BILLBOARD	06/05/2017	350.00	.00	
WDWS/WHMS/WKIO RADIO	2445-00084-05	TOURISM-WHMS ADVERTISING FOR SPRING FLIN	05/31/2017	90.00	90.00	06/09/2017
WDWS/WHMS/WKIO RADIO	2445-00085-05	TOURISM-WKIO ADVERTISING FOR SPRING FLING	05/31/2017	108.00	108.00	06/09/2017
ILLINOIS TIMES	73686-052517	TOURISM-1/2 H CAPITAL CITY	05/25/2017	500.00	500.00	06/07/2017
EFFINGHAM DAILY NEWS	200792-04261	TOURISM-ADVERTISING A DAY AWAY	04/30/2017	530.00	530.00	05/12/2017
ILLINI MEDIA COMPANY	150899-05241	TOURISM-ADVERTISING	05/24/2017	1,250.00	1,250.00	06/07/2017
RAY, RACHEL L	000035-0617	PURCHASE IMAGE FOR BILLBOARD	06/15/2017	15.00	15.00	06/15/2017
THIRDSIDE, INC	170254-06091	TOURISM-MONTHLY SITE MAINTENANCE FOR TU	06/09/2017	120.00	.00	
CYBERNAUTIC INC	16488-051817	TOURISM-DESIGN DOWN PAYMENT	05/18/2017	6,863.50	6,863.50	05/23/2017
IML RISK MANAGEMENT ASSO	051917	TOURISM-FIREWORKS LIABILITY COVERAGE	05/19/2017	100.00	100.00	05/25/2017
GFI DIGITAL, INC	798305-06091	TOURISM-COPIES	06/09/2017	65.53	65.53	06/13/2017
HILL, DORIS	1315-060217	TOURISM-SHIRTS	06/02/2017	417.06	417.06	06/13/2017
CAPITAL ONE BANK, NA	7404-043017	CONSTANT CONTACT MONTHLY FEE	04/30/2017	21.25	21.25	05/31/2017
KEMPER INDUSTRIAL EQUIPM	57798-060217	TOURISM-PORTABLE RESTROOMS FOR CAR SHO	06/02/2017	370.00	370.00	06/14/2017
GROVES, DENISE	060517	TOURISM-REIMBURSEMENT FOR MISS TUSCOLA	06/05/2017	245.92	245.92	06/07/2017
MOULTRIE-DOUGLAS COUNTY	051017	TOURISM-MODO REGISTRATION FOR MISS, JR MI	05/10/2017	155.00	155.00	05/12/2017
SWANK MOTION PICTURES, IN	BO-1435354-0	TOURISM-LEGO BATMAN MOVIE FOR LIBRARY M	05/03/2017	550.00	550.00	05/18/2017
SWANK MOTION PICTURES, IN	BO-1438772-0	TOURISM-BEAUTY AND THE BEAST MOVIE FOR LI	05/16/2017	565.00	565.00	05/18/2017
ROGARDS OFFICE PLUS	1422373-0-051	TOURISM-BINDERS	05/15/2017	21.98	21.98	05/23/2017
CAPITAL ONE BANK, NA	7404-053117	TOURISM-IPAD DATA	05/31/2017	20.00	20.00	05/31/2017
EASTERN ILLINI ELECTRIC	1111100400-0	TOURISM-HIGHWAY SIGN	05/27/2017	62.59	62.59	06/07/2017
CONSTELLATION ENERGY SER	78489939-051	TOURISM-1151 N CR 1050E-ELECTRIC	04/30/2017	43.07	43.07	06/13/2017
TEMPLE DISPLAY, LTD	16632-060117	TOURISM-SNOWFLAKE CHRISTMAS DECORATION	06/01/2017	5,323.35	5,323.35	06/07/2017
CAPITAL ONE BANK, NA	7404-053117	TOURISM-SCREEN FOR MOVIE NIGHT	05/31/2017	764.40	764.40	05/31/2017
CAPITAL ONE BANK, NA	7404-053117	TOURISM-SPEAKERS FOR MOVIE NIGHT	05/31/2017	394.95	394.95	05/31/2017
FLESOR FAMILY CONFECTION	118891-03091	TOURISM-GRANT FOR RENTAL FEE FOR TOURIST	04/30/2017	140.00	140.00	05/17/2017
WINTERBERRY	051617-03091	TOURISM-GRANT FOR RENTAL FEE FOR DISPLAY	04/30/2017	140.00	140.00	05/17/2017
Grand Totals:				20,310.60	19,840.60	

Dated: \_\_\_\_\_

Tourism Board President -



Randy Hastings