

**Tourism Board Meeting  
Tuscola City Hall – 214 N Main ST  
May 18, 2021**

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

**Old Business:**

Drew opened the meeting and presented the minutes of the April 20, 2021 meeting. Michelle motioned to approve the minutes as presented and Bill seconded the motion. All were in favor of the motion and the motion passed.

Randy motioned to approve the bills lists from 4/16/21-5/14/21 in the amount of \$1,705.28. Bill seconded the motion. All were in favor, motion passed.

**Old Business:**

Anna gave a brief update of upcoming event. The Miss Tuscola Pageant is planned for July 30-31. They plan to host it at the Community Building and will have 3 separate pageants. Anna will help them send out donation request letters this month.

Anna informed the board of the billboard design update. She emailed out the information about the billboard locations and expenses. Anna said the geofencing digital ads include facebook as well as WAZE app. The billboards cost for printing and rent is \$8,260 which includes the \$1,00 design fee. The proposal also included 5,200 for the digital ads. Randy made a motion to approve both campaigns and Michelle seconded. All in favor motion passed. Repairs to the current billboards the City owns to get them in working condition and printing the new design is \$12,982. Donna made a motion to approve and Stacey seconded. All in favor motion passed.

Anna updated the board on Visit Champaign partnership. Flesor's was recently highlighted in a tourism week video they featured on their website and social media. They have also visited The Vault and did a short 30 seconded video for Tik Tok. In addition, they have highlighted several Amish Country business as well including Aikman Wildlife and several Amish businesses. Enjoy Illinois is doing a big push for in state road trips and Flesor's and the mall were both mentioned in an itinerary for Central Illinois on their website.

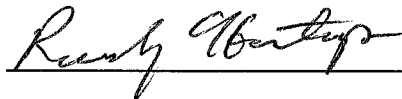
They board briefly discussed Sparks in the Park. Fireworks are still planned for July 10. Anna will reach out to the American Legion to see what plans they have for a parade.

**New Business:**

Drew motioned to adjourn and Randy seconded. All in favor.

Next Meeting Date: **May 18, 2021 – 8:30 am at City Hall**

**Approved:**



7-28-21

**Randy Hastings, President**

## Report Criteria:

Detail report.

Invoices with totals above \$0 included.

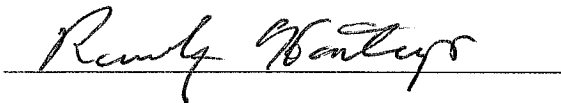
Paid and unpaid invoices included.

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

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
LAMAR COMPANIES	112547083-053	TOURISM-BILLBOARD	05/31/2021	365.00	.00	
BETTER NEWSPAPERS INC	100558-05272	TOURISM-AMISH COUNTRY VISITOR'S GUIDE	05/27/2021	800.00	.00	
ILLINOIS TIMES	88407-052721	TOURISM-ADVERTISING	05/27/2021	240.00	.00	
EFFINGHAM DAILY NEWS	200792-05312	TOURISM-ADVERTISING A DAY AWAY	05/31/2021	540.00	.00	
CARDMEMBER SERVICE	2712-051321	TOURISM-ADVERTISING CHARGED IN ERROR TO	04/30/2021	12.33	12.33	05/25/2021
MINGER, INGRID	052621	TOURISM-REIMBURSE FOR ACOI CONTENT	05/28/2021	151.26	151.26	05/27/2021
GFI DIGITAL, INC	1954978-0604	TOURISM-COPIES	06/04/2021	44.93	44.93	06/07/2021
CARDMEMBER SERVICE	2712-051321-2	TOURISM-AMISH COUNTRY E-MAIL SERVICE	05/13/2021	6.00	6.00	05/25/2021
EASTERN ILLINI ELECTRIC	111100400-043	TOURISM-HIGHWAY SIGN	04/30/2021	5.92	5.92	06/07/2021
EASTERN ILLINI ELECTRIC	1111100400-05	TOURISM-HIGHWAY SIGN	05/28/2021	38.40	38.40	06/07/2021
AMERICAN DOWELL SIGN COM	2309-052121	TOURISM-50% DOWN PAYMENT FOR BILLBOARD	05/21/2021	6,491.06	6,491.06	05/25/2021
Grand Totals:				8,694.90	6,749.90	

Dated: 7-20-21

Tourism Board President -



Randy Hastings