

**Tourism Board Meeting
Tuscola City Hall – 214 N Main ST
July 20, 2021**

The meeting was called to order at 8:30 am. In attendance: Drew Hoel, Randy Hastings, Devon Flesor, Bill Hill, Michelle Black, Stacey Rae, Brian Moody, and Anna Nelson.

Old Business:

Drew opened the meeting and presented the minutes of the May 18, 2021 and June 15, 2021 meetings. Randy motioned to approve the minutes as presented and Bill seconded the motion. All in favor of the motion and motion passed.

Devon motioned to approve the bills lists from 5/14/21-7/16/21 in the amount of \$48,047.58. Michelle seconded the motion. All were in favor, motion passed.

Old Business:

Anna recapped Sparks in the Park week for the board. The kid's activities were well attended and received positive feedback. The 2 magic shows had nearly 150 in attendance. They also gave away 100 ice cream cones at Flesor's. The virtual 5K had 20 runners sign up- which is about half of what signed up last year. Unfortunately, the library had to post pone the outdoor movie due to rain, but will reschedule for later this summer. The fireworks were also canceled due to weather. The company has been reserved for September 25 which is also homecoming weekend. The board discussed the possible options for shooting the fireworks from a different location and possibly moving them downtown. Brian would do some research and find out if that is an option.

Anna explained the billboards are up for the summer campaign. She also shared a report on the Facebook and waze app. The report showed that over half of the users that clicked the ad were over 55 and 70% were woman. The ads have been running for 3 weeks.

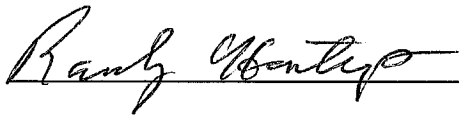
Anna updated the board the Miss Tuscola pageant. They have decided to host one pageant for all the age groups on July 31. They have 12 lillies, 4 Jr. Miss, and 6 Miss contestants. They also planned to have a "parade of queens" following the pageant that evening. Anna also shared that the currently Miss Tuscola, Kali Pierce, was crowned Miss Mo Do last week.

New Business:

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

Next Meeting Date: August 16, 2021 – 8:30 am at City Hall

**Approved:
President**



Randy Hastings,

Report Criteria:

Detail report.

Invoices with totals above \$0 included.

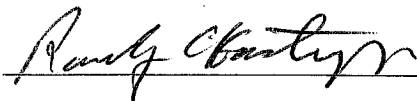
Paid and unpaid invoices included.

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

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
LAMAR COMPANIES	112711319-072	TOURISM-BILLBOARD	07/26/2021	365.00	365.00	08/10/2021
CHAMPAIGN CO CONVENTION	2021.03-07262	TOURISM-AD WITH VISIT CHAMPAIGN	07/26/2021	2,025.00	2,025.00	08/10/2021
COWLES, DANIEL	200-071821	MILITARY SIGNS	07/18/2021	90.00	90.00	07/22/2021
MINGER, INGRID	073021	TOURISM-REIMBURSE FOR ACOI CONTENT	07/30/2021	81.99	81.99	08/10/2021
BETTER NEWSPAPERS INC	94625-063021	TOURISM-SPARKS IN THE SCHEDULE	06/30/2021	160.00	160.00	07/27/2021
NELSON, ANNA	073021	TOURISM-REIMBURSEMENT FOR MISS TUSCOLA	07/30/2021	88.46	88.46	08/06/2021
GROVES, DENISE	080421	TOURISM-PARADE SIGNS FOR MISS TUSCOLA QU	08/04/2021	275.65	275.65	08/10/2021
RAY, RACHEL L	072921	TOURISM-2021 MISS TUSCOLA PAGEANT PHOTOS	07/29/2021	200.00	200.00	08/10/2021
CARDMEMBER SERVICE	2712-071421	TOURISM-5K BIBS, MEDALS	07/14/2021	266.64	266.64	07/23/2021
THE SOUNDMAN	07202021-1	MISS TUSCOLA PAGEANT LIGHTS AND SOUND	07/20/2021	500.00	500.00	07/27/2021
LONG, SARA	072721	MISS TUSCOLA PAGEANT JUDGE	07/27/2021	100.00	100.00	07/27/2021
KARCH, TERRI	072721	MISS TUSCOLA PAGEANT JUDGE	07/27/2021	100.00	100.00	07/27/2021
TRAVIS, KERRY	072721-2	MISS TUSCOLA PAGEANT JUDGE	07/27/2021	100.00	100.00	07/27/2021
CARDMEMBER SERVICE	2712-071421	TOURISM-AMISH COUNTRY E-MAIL SERVICE	07/14/2021	6.00	6.00	07/23/2021
EASTERN ILLINI ELECTRIC	1111100400-07	TOURISM-HIGHWAY SIGN	07/29/2021	44.05	44.05	08/10/2021
AEP ENERGY INC	3014135295-0	1151 N CR 1050 E-ELECTRIC	07/19/2021	27.01	27.01	07/27/2021
Grand Totals:				4,429.80	4,429.80	

Dated: 8-17-21

Tourism Board President -



Randy Hastings