

**Tourism Board Meeting
Tuscola City Hall – 214 N Main ST
December 21, 2021**

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

Drew presented the minutes of the November 16, 2021 meeting. Randy motioned to approve the minutes as presented and Michelle seconded the motion. All were in favor of the motion and the motion passed.

Bill motioned to approve the bills lists from 11/12/21-12/16/21 in the amount of \$4,433.63. Michelle seconded the motion. All were in favor, motion passed.

Old Business:

No updates for website.

Anna shared a recap of Christmastown with the board. She they were expecting a better turn out for the 5K, which was the first in person in over a year. There were 32 participants. Becky's Buddies had over 120 shoppers for their Santa Shop night. Waiting times were significantly less because families scheduled the time slot in advance. Friday night shopping bags went over very well with the stores downtown and shoppers. Ice skating on Sunday was late to set up due to rain, but they had a good turnout considering the weather.

Anna shared the results of the Facebook ads for holiday shopping in Tuscola. They had several ads do very well and one reached over 6,000 people. Anna budgeted \$400 for Facebook ads, but will come in under budget slightly over \$200. She also said she's gotten good feedback on the commercials placed with WCIA and WTHI. They are also running ads on WAND. These will continue to run thru the end of the week.

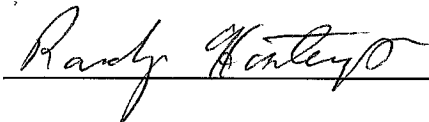
New Business:

Anna explained the HWY 36 billboard was up for renewal. It's located next to Road Ranger gas station. The cost is \$365 a month and will need new vinyl to replace for \$500. Randy made a motion to approve and Drew seconded. All in favor motion passed.

Alta said there are no updates on fireworks at this time. She suggested combining our fireworks display with neighboring towns. Randy proposed a drone laser show instead of fireworks. Alta and Anna will research and see if this could be an option.

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

Approved:



Randy Hastings, President

Report Criteria:

Detail report.

Invoices with totals above \$0 included.

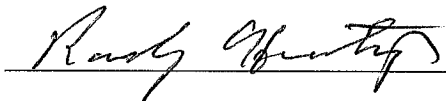
Paid and unpaid invoices included.

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

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
LAMAR COMPANIES	113155709-121	TOURISM-BILLBOARD	12/13/2021	365.00	365.00	01/04/2022
E W McDANIELS, INC	INV-6337-1013	TOURISM-FACEBOOK/WAZE ADS	10/13/2021	662.60	662.60	01/13/2022
E W McDANIELS, INC	INV-6489-1111	TOURISM-SUMMER ADVERTISING CAMPAIGN	11/11/2021	21.82	21.82	01/13/2022
NEXSTAR BROADCASTING	3253119-1-113	TOURISM-ADVERTISING/WCIA	11/30/2021	135.00	135.00	12/28/2021
NEXSTAR BROADCASTING	3253320-1-113	TOURISM-ADVERTISING/WCIX	11/30/2021	27.00	27.00	12/28/2021
EFFINGHAM DAILY NEWS	200792-113021	TOURISM-ADVERTISING	11/30/2021	555.00	555.00	12/28/2021
BIG BIG PROJECT MEDIA	3343-122821	TOURISM-HOLIDAY ADVERTISING	12/28/2021	250.00	250.00	01/13/2022
TERRE HAUTE TV LLC	1072217-1-113	TOURISM-HOLIDAY ADVERTISING	11/30/2021	50.00	50.00	12/28/2021
CHAMPAIGN MULTIMEDIA GRO	99234376-1130	TOURISM-ADVERTISING	11/30/2021	750.00	750.00	12/28/2021
WAND TELEVISION PARTNERS	273133-2-1219	TOURISM-HOLIDAY ADVERTISING	12/19/2021	1,500.00	1,500.00	01/13/2022
PREMIER BROADCASTING INC	2515-00002-00	TOURISM-ADVERTISING	12/31/2021	168.00	168.00	01/13/2022
PREMIER BROADCASTING INC	2515-00002-11	TOURISM-ADVERTISING	11/30/2021	112.00	112.00	12/28/2021
PREMIER BROADCASTING INC	2515-00003-00	TOURISM-ADVERTISING	12/31/2021	156.00	156.00	01/13/2022
PREMIER BROADCASTING INC	2515-00003-11	TOURISM-ADVERTISING	11/30/2021	104.00	104.00	12/28/2021
CARDMEMBER SERVICE	2712-121421	TOURISM-BAGS FOR SHOP SMALL SATURDAY	12/14/2021	571.42	571.42	12/20/2021
GFI DIGITAL, INC	2127010-0105	TOURISM-COPIES	01/05/2022	108.42	108.42	01/11/2022
BAKER TILLY US LLP	CVC21315-121	SOFTWARE SUPPORT-TOURISM	12/16/2021	212.65	212.65	01/11/2022
ASCAP	500752533-12	LICENSING FOR PUBLIC MUSIC	12/20/2021	390.00	390.00	01/11/2022
CARDMEMBER SERVICE	2712-121421	TOURISM-AMISH COUNTRY E-MAIL SERVICE	12/14/2021	6.00	6.00	12/20/2021
EASTERN ILLINI ELECTRIC	1111100400-12	TOURISM-HIGHWAY SIGN	12/29/2021	42.88	42.88	01/04/2022
AEP ENERGY INC	3014135295-01	1151 N CR 1050 E-ELECTRIC	01/10/2022	27.22	.00	
Grand Totals:				6,215.01	6,187.79	

Dated: 4-19-22

Tourism Board President -



Randy Hastings