

**Tourism Board Meeting
Tuscola City Hall – 214 N Main ST
September 19, 2023**

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

Drew presented the minutes of the June 20, 2023 and July 18, 2023 meetings. Bill motioned to approve the minutes as presented and Randy seconded the motion. All were in favor of the motion and the motion passed.

Randy motioned to approve the bills list from 6/16/23-9/15/23 in the amount of \$48,658.05. Bill seconded the motion. All were in favor, motion passed.

Old Business:

Anna shared a few upcoming events with the board. This weekend is homecoming, and she has put together a list of retailers offering specials for the weekend. She's placed an ad in the newspaper and email newsletter. She also said Cast Iron is hosting their block party and the Alumni will have their event Friday night.

Anna said they have narrow down a date for the downtown trick or treat night- October 24. Randy suggested purchasing candy again for the businesses and organizations. Randy motioned to approve up to \$1,500 for candy for the event. Bill seconded. All in favor motion passed.

Alta mentioned downtown beautification plans with the new green space near the community building. She said tourism funds may be used to buy equipment or purchase materials. They will share an update once space is complete.

Anna asked the board if they would like to subsize ads in the News Gazette Tuscola directory page. They plan to run the page again near the end of September for 3 months. Randy made a motion to approve \$175 per business and Devon seconded. All in favor motion passed.

New Business:

Anna presented the grant request from the TCHS Alumni Association. They are asking for \$500 to be used toward entertainment and advertizing for their event during homecoming. Randy made a motion to approve, and Devon seconded. All in favor motion passed.


Amber Ring submitted a request on behalf of Class of 2024. They would like to rent the iceless skating rink during Christmastown. The cost to rent is \$4,320.00. After much discussion the board would like to fund the grant request but would like the event to be free of charge to the community. Randy made a motion to approve the request with no admission fee and Devon seconded. All in favor motion passed.

The final request is from Becky's Buddies for a trolley rental in the amount of \$1,218. They would like to have a tour of lights the Friday night of Christmastown. Bill made a motion to approve the request and Randy seconded. All in favor motion passed.

Anna asked the board to decide a budget for holiday advertising. She said in past years they've set a budget to be used for newspaper, television and social media ads. Randy made a motion to approve a budget between \$10,00-\$12,000 and Devon seconded. All in favor motion passed.

Randy made a motion to adjourn, and Devon seconded. All in favor motion passed.

Next Meeting Date: **Tuesday October 17, 2023 – 8:30 am at City Hall**

Approved:  Randy Hastings, President