

**Tourism Board Meeting
Tuscola Community Building
November 17, 2020**

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

Old Business:

Anna presented the minutes of the July 21 meeting, noted the delay of approval due to COVID-19. Bill motioned to approve the minutes as presented and Michelle seconded the motion. All were in favor of the motion and the motion passed.

Randy motioned to approve the bills lists 7/17/2020-11/13/2020 in the amount of \$11,220.91. Devon seconded the motion. All were in favor, motion passed.

Anna recapped a few efforts since the last meeting. She said the Drive-Boo, drive through trick or treat event, had over 550 children attend. The event went smooth and everyone did their best to follow guidelines. The Arts Council also helped decorate the downtown corner and the planters in October. The Public Works crew will start hanging snowflakes this week!

New Business:

Christmastown events are being alerted or canceled due to current restrictions. Anna said the vendor fair would move to an online format. Breakfast with Santa at the museum was canceled. Anna contacted the fire department on driving Santa around town on the fire truck in lieu of a parade. She also said Devin at the library was planning a story walk thru the downtown. The story walk would have book pages blown up and put into storefront windows. Families could walk around downtown read the story and enjoy the Christmas decorations.

The 36 billboard near Road Ranger is up for renew. The cost would remain the same, \$365 a month. The board agreed to renew the billboard for another year.

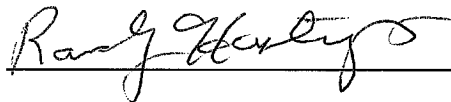
Anna presented a couple advertising ideas for local holiday advertising grants. The board decided to increase holiday advertising for the general shopping in Tuscola commercial WCIA. They also would like to place radio ads with WIXY. They approved an overall budget of \$10,000 for holiday advertising.

Anna said she would keep them updated via email, as they don't plan to meet monthly unless needed.

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

Next Meeting Date: (Tentative) December 15, 2020 – 8:30 am at City Hall

Approved:



Randy Hastings, President