

**Tourism Board Meeting  
Tuscola City Hall – 214 N Main ST  
October 17, 2023**

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

Drew presented the minutes of the September 19, 2023, meeting. 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 9/15/23-10/13/23 in the amount of \$5,555.69. Devon seconded the motion. All were in favor, motion passed.

**Old Business:**

Anna updated the board on the Class of 2024 grant for the ice rink. After the request from the board to not charge admission, the group was concerned they would fundraise enough from concessions alone. The board discussed a \$500 donation to the group for running the event. Randy made a motion and Donna seconded. All in favor motion carried.

Anna informed the board of a typo on the trolley invoice for the Becky's Buddies grant. For an additional hour it is \$300, but they invoiced for \$30. As it was clearly a typo, Drew approved the additional amount.

Boo Bash, the downtown trick or treat event, will be October 24 from 5pm – 7pm. They have several businesses signed up and should be a fun event. Anna said they purchased candy from IGA this year. IGA gave a \$50 donation for the candy.

Anna shared with the board the holiday advertising schedule including WCIA, WAND, WTHI, MIX 94.5 & WIXY, black Friday newspaper ads and Chambana Mom blog marketing emails. She also suggested hiring Lexi Rodgers to run facebook ads. Lexi has recently started free lancing marketing services. The board discussed advertng in the local paper. They would like to include local businesses holiday offers in full page ad. Randy will reach out and see if he can get a discount for running 2 weeks.

**New Business:**

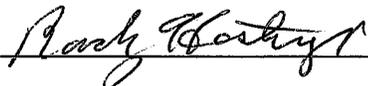
The pumpkins from Curtis Orchard will be delivered on Wednesday. Bill said they will be decorating downtown Wednesday afternoon.

Anna shared Christmastown activities. She plans to have the schedule out early next week. A few events will require city coordination and she will delegated tasks prior to her last day.

Anna shared with the board this will be her last meeting. She has accepted an opportunity at Eastern Illinois University and her last day will be October 25.

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

**Next Meeting Date: Tuesday November 21, 2023 – 8:30 am at City Hall**

Approved:  Randy Hastings, President