

**Tourism Board Meeting
May 20, 2014**

The meeting was called the meeting to order approximately 8:30 am. In attendance: Donna Kidwell, Drew Hoel, Devon Flesor, Karen Dukeman, Alta Long and Anna Marx.

Motion to approve the minutes from the April 15, 2014 Board meeting made by Donna, seconded by Karen. All in favor, motion passed.

Motion to approve the bills list from 04/11/14 – 05/16/14, in the amount of \$1,103.45 made by Devon, seconded by Karen. All in favor, motion passed.

Old Business:

Alta and Anna gave the board an update on the Sparks in the Park. Danny Matthews has booked 2 bands for the evening entertainment, the Crossman Bands and Albert Flasher. Alta is trying to work something out with the museum to make it a fundraiser for them. Forms for 3 on 3 will be dropped off at the schools. Also variety show forms and parade entries have been mailed out to churches. Miss Tuscola, Jr Miss and Little Miss will be conducting a donation letter writing campaign for fireworks. The letter has been written, and will be mailed very soon.

Anna gave an update for the Market on Main. The pushcart for the sponsors to take to the corner is in the works. Bill Hill hopes to have it completed by the first market. So far there are 7 vendors signed up for the entire season. So far there has been no one signed up as a resale vendor. Anna has placed ads in the Tuscola Journal as well as social media posts.

Anna informed the board on a successful Tuscola Train Day. Fred thought that there was a total of 300 people through out the day and 12 vendors set up. The horn exhibit vendor said he had 20 times more people at their booth than when they set up in Monticello. Devon mentioned she saw some business from the Train Day. Anna said she got the impression from Fred that he would be willing to help out with the event next year, but would not want to be the sole organizer of the event.

Anna explained to the board that the Arts Festival has been postponed to next summer or early fall. They had a difficult time finding a date that the community building was free this year, which would be the rain plan. This will allow more time to plan and to advertise the event. The arts council is also interested in decorating the concrete planters on the corners downtown. They hope to develop a few designs to present to the board for approval.

New Business:

A grant application was submitted by The Vault Arts Collective for the Tourist Directional Signage in the amount of \$240. A motion to approve was made by Drew and seconded by Karen.

A grant application was submitted by The Vault Arts Collective for their 1st Saturday event entertainment. The grant requested would be for \$3,600 for the entire year, an average for \$300 per month. A motion to approve was made by Devon and seconded by Drew. All in favor, motion passed.

A grant application was submitted for the High Heel Dash. They requested \$600 to be used to purchase a banner. In order to not have a tax form sent to the individuals, the board suggested the amount only be approved up to \$575. A motion to approve was made by Devon and seconded by Karen. All in favor, motion passed.

Alta presented to the board a grant application that was not included on the agenda. The grant application was submitted by Danny Matthews for a musicians swap meet to be held at the Douglas County Museum. He asked for \$100 for 10 commercials to be played on WKIO. A motion to approve the grant was made by Drew and seconded by Donna. All in favor, motion passed.

Anna presented to the board a yearlong radio contract with WPGU. This contract would be for shopping commercials for Tanger and downtown on busy weekends on campus. Anna explained that by committing to the entire year they offer a 50% discount on their rates. Devon made a motion to approve the contract and Donna seconded it. All in favor, motion passed.

Anna present the Illini Radio summer plan. In order to get this discount you must sign up for 3 consecutive weeks. These commercials include High Heel Dash, Sparks in the Park, and the Car Show. Karen mentioned she really likes working with the Illini Radio Group and has had good results working with them. A motion to approve the grant was made by Karen and seconded by Donna. All in favor motion passed.

Donna made a motion to adjourn, seconded by Devon. All in favor, meeting adjourned.

Next Meeting Date: **Tuesday, June 17, 2014 – 8:30 am at City Hall**

Approved:



Randy Hastings, President

Report Criteria:

Invoice, GL Acct = 061005000-061005999

Vendor Name	Description	Invoice No	Inv Date	Amount	
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - ADVERTISING					
LAMAR TEXAS LTD PARTNERSH	TOURISM-BILLBOARD	09478-051214	05/12/2014	324.00	PD
AMISH COUNTRY OF CENTRAL I	TOURISM-GRANT PRICE CHANGE	051614	05/16/2014	5.00	PD
ILLINI MEDIA COMPANY	TOURISM-ADVERTISING	051514	05/15/2014	150.00	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - MARKETING					
AMISH COUNTRY OF CENTRAL I	TOURISM-AGREED ADVT CO-OP SPONSORSHIP	041W-052814	05/28/2014	3,000.00	PD
TUSCOLA JOURNAL	TOURISM-PAPERS FOR GARAGE SALE WEEKEND	29-043014	04/30/2014	100.00	PD
MCDEVITT, JOHN	TOURISM-REIMBURSEMENT FOR FARM PUNK ENTERTAINMENT	352-050714	05/07/2014	350.00	PD
MCDEVITT, JOHN	TOURISM-REIMBURSEMENT FOR BOHEMIA 5 ENTERTAINMENT	355-042914	04/29/2014	200.00	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - COMMUNITY EVENTS					
WHEELER, JOHN WESLEY	TOURISM-ABUNDANT MARKET PERFORMANCE	052914	05/29/2014	150.00	PD
HOLTHAUS, PHILLIP	TOURISM-CONCORDIA ABUNDANT MARKET PERFORMANCE ON 6/07/2014	052914	05/29/2014	150.00	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - OFFICE SUPPLIES					
ROGARDS OFFICE PLUS	TOURISM-TONER CARTRIDGES	342-0-052114	05/21/2014	196.62	PD
ROGARDS OFFICE PLUS	TOURISM-STAPLER	193-0-052814	05/28/2014	18.18	PD
ROGARDS OFFICE PLUS	TOURISM-GLOSS PAPER FOR BROCHURES	386-0-060314	06/03/2014	10.99	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - MEMBERSHIPS/SUBSCRIPTIONS					
AMISH COUNTRY OF CENTRAL I	TOURISM-2014 DUES	040W-052814	05/28/2014	250.00	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - UTILITIES					
EASTERN ILLINI ELECTRIC	TOURISM-HIGHWAY SIGN	30400-052814	05/28/2014	139.55	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - SMALL EQUIPMENT					
TUSCOLA DO IT BEST	TOURISM-ITEMS FOR MARKET CART	02112-053114	05/31/2014	29.38	PD
CARDMEMBER SERVICE	TOURISM-MARKET SPONSOR CART	051314	05/13/2014	173.70	PD
HILL, WILLIAM	TOURISM-REIMBURSEMENT FOR SUPPLIES TO MODIFY CART FOR MARKET	060514	06/05/2014	88.16	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - SUPPLIES & PARTS					
CARDMEMBER SERVICE	TOURISM-"TUSCOLA" HATS FOR TOURISM FUNCTIONS	052014	05/20/2014	651.13	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - GRANTS/ SUBSIDIES					
KIDWELL, DONNA	TOURISM-GRANT FOR ANTIQUE SHOW ADVERTISING	020314	02/03/2014	1,474.73	PD
MCDEVITT, JOHN	TOURISM-REIMBURSEMENT FOR IDOT DIRECTIONAL SIGNAGE PROCESSING FEI	052014	05/20/2014	100.00	PD
Total GENERAL ADM.				7,561.44	
Total TOURISM FUND				7,561.44	
Grand Total:				7,561.44	

Dated: _____

Tourism Board President -



Randy Hastings