

Tourism Board Meeting

August 19, 2014

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

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

Motion to approve the bills list from 07/11/14 – 08/15/14, in the amount of \$32,877.45 made by Devon, seconded by Donna. All in favor, motion passed.

Old Business:

Anna updated the board with the 2013-2014 CVB grant. We have received the reimbursement from the state in the amount of \$6,243.00. She also explained that they received notice from the state that the CVB has been awarded the grant for 2014-2015. Alta mentioned last Friday the CVB presented to the Douglas County board for funding for the group. The group has received money from Moultrie County for several years. And in the past has received funding from Douglas County. The group has not yet heard if the Douglas County board will be contributing.

The MTD Bus campaign started on August 15. The artwork was supplied by Tanger. The campaign includes signs on 10 buses as well as audio at bus stops. The campaign will last until January 15.


New Business:

Can Do for the classroom requested a grant for their 5K on October 3rd. Anna explained that the grant would be used to purchase a banner and swag bags for the event. Drew said thought this was a great organization and their events have continued to grow each year. Randy made a motion to approve the grant up to \$700 and Drew seconded. All in favor, motion passed.

Devon explained to the board that the Candy Kitchen's 10th anniversary celebration is on August 30 and 31. She plans to go on CiLiving but hopes to have additional marketing efforts. Alta also mentioned that the Vault will be having their one year anniversary on September 6th. She suggested doing a radio campaign on several stations. The board members agreed they would like a radio campaign to promote things happening in Tuscola this fall. Randy made a motion to approve campaign of up to \$3,000 and Drew seconded. All in favor, motion passed.

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

Next Meeting Date: Tuesday, September 16, 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	4109-080414	08/04/2014	324.00	PD
LAMAR TEXAS LTD PARTNERSH	TOURISM-BILLBOARD	4030-090114	09/01/2014	324.00	
CROMWELL GROUP OF ILLINOIS	TOURISM-WMCI/WCBH/WWGO RADIO ADS/FLESOR	10002-083114	08/31/2014	177.00	PD
SLACK PUBLICATIONS, INC	TOURISM-ADVERTISING IN 2014 BROOM CORN SPECIAL SECTION	083114	08/31/2014	100.00	PD
AMISH COUNTRY OF CENTRAL I	TOURISM-2014-2015 GRANT ADS (IMAP GRANT)	081914	08/19/2014	17,134.88	PD
WDWS/WHMS RADIO	TOURISM-WDWS RADIO ADVERTISING FOR FLESOR'S 10TH ANNIVERSARY	10047-083114	08/31/2014	373.50	
WDWS/WHMS RADIO	TOURISM-WHMS RADIO ADVERTISING FOR FLESOR'S 10TH ANNIVERSARY	10048-083114	08/31/2014	282.60	
WDWS/WHMS RADIO	TOURISM-WKIO RADIO ADVERTISING/FLESOR'S 10TH ANNIVERSARY	10049-083114	08/31/2014	154.00	
ILLINI MEDIA COMPANY	TOURIS-BACK TO SCHOOL SHOPPING ADVERTISING	082214	08/22/2014	375.00	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - MARKETING					
COMMUTER ADVERTISING INC	TOURISM-CUMTD ADVERTISING FOR TANGER IN TUSCOLA	0496-050814	05/08/2014	10,750.00	PD
DEAN'S GRAPHICS	TOURISM-MTD BUS SIGNS FOR BACK TO SCHOOL CAMPAIGN	4297-080814	08/08/2014	900.00	PD
THE WINNING STITCH	TOURISM-EMPLOYEE UNIFORM SHIRTS	9940-081914	08/19/2014	272.57	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - COMMUNITY EVENTS					
DOUGLAS COUNTY MUSEUM	TOURISM-MARKET ON MAIN SPONSOR-8/30/14	082714	08/27/2014	200.00	PD
MAXEY, MARK	TOURISM-MARKET ON MAIN PERFORMANCE 8/16/2014	081114	08/11/2014	150.00	PD
WHEELER, JOHN WESLEY	TOURISM-MARKET ON MAIN PERFORMANCE 8/30/14	082714	08/27/2014	150.00	PD
AMERICAN CANCER SOCIETY	TOURISM-MARKET ON MAIN SPONSER 8/22/14	082114	08/21/2014	200.00	PD
WOMEN OF THE MOOSE	TOURISM-MARKET ON MAIN SPONSOR	081214	08/12/2014	300.00	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - COMMUNICATIONS/TELEPHONE					
CARDMEMBER SERVICE	TOURISM-DATA PACKAGE FOR IPAD 8/14	082114	08/21/2014	20.00	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - UTILITIES					
EASTERN ILLINI ELECTRIC	TOURISM-HIGHWAY SIGN	10400-082714	08/27/2014	125.61	PD
ILLINOIS POWER MARKETING CO	TOURISM-1151 N CR 1050 E/HIGHWAY SIGN	4091-090514	09/05/2014	87.58	
Total GENERAL ADM.				32,400.74	
Total TOURISM FUND				32,400.74	
Grand Total:				32,400.74	

Dated: _____

Tourism Board President -



Randy Hastings