

**Tourism Board Meeting
October 21, 2014**

The meeting was called the meeting to order approximately 8:30 am. In attendance: Donna Kidwell, Randy Hastings, Phyllis Truitt, Karen Dukeman, Alta Long and Anna Marx.

Motion to approve the minutes from the September 16, 2014 Board meeting made by Phyllis, seconded by Karen. All in favor, motion passed.

Motion to approve the bills list from 09/12/14 – 10/17/14, in the amount of \$13,806.58 made by Phyllis, seconded by Donna. All in favor, motion passed.

Old Business:

The Amish County of Illinois Tourism Board is planning a rebranding roll out launch for this upcoming winter. The board plans to work with Green Mill Village to host the event. McKenzie Wagner will present the rebranding campaign, reveal the new logo, and show businesses how they can use the logo in their marketing. Alta also mention this would be a great opportunity to educated those frontline people that are more frequently with tourist on all the area has to offer.

Anna updated the board on Christmastown. Becky's Buddies will be hosting the vendor fair on Friday and Saturday. They plan to have musical entertainment on Friday evening, the Pickett Family as well as Saturday afternoon. She hopes to have the girls track team sponsor the 5K for a donation to the organization. Anna mentioned she is also working on lining up a Santa for the 5K and the parade.

Anna explained to the board that the museum is close to completing their fundraising goal to hire a full time museum director. Anna said that she has already sent the Tourism Board's contribution for the first year, \$10,000. Donna gave the board an update on the museum personnel. She said that they are very close to meeting the fundraising goal. She also mentioned that they had already received a few resumes back. They were even given a consolation by someone who was not able to apply for the job. He had some wonderful recommendations for the board. Donna said they have plans to design and paint a mural involving the high school art students.

New Business:

Anna asked the board if they would be interested in advertising in the News Gazette Holiday Guide. The have offered an eighth of a page for \$99. The board agreed this was very inexpensive to advertise in Champaign. The board approved an ad in the News Gazette.

Anna presented the Charleston Life magazine that Tuscola advertised in. She mentioned that Effingham Life would be willing to offer the same price \$400 for a full-page ad. All board members agreed that this was a great deal. Karen said that Tanger would be will to do a coupon for the ad, as well as provide a code for tracking.

Phyllis made a motion to adjourn and Randy seconded. All in favor, meeting adjourned.

Next Meeting Date: Tuesday, November 18, 2014 – 8:30 am at City Hall

Approved:



Randy Hastings, President

Report Criteria:

Detail report.

Invoices with totals above \$0 included.

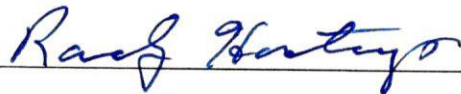
Paid and unpaid invoices included.

Invoice Detail GL Account = "061005000"."061005999"

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
DAVIS, JOHN	45-102014	TOURISM-BILLBOARD AT MAIN & RTE 36 5/1/14-10	10/20/2014	1,650.00	1,650.00	10/20/2014
DAVIS, JOHN	46	Billboard Rent- Rt 36 and Main	11/01/2014	275.00	275.00	10/28/2014
LAMAR TEXAS LTD PARTNERS	105479741-10	TOURISM-BILLBOARD	10/27/2014	324.00	324.00	11/12/2014
ILLINI MEDIA COMPANY	1939-1-102614	TOURISM-ADVERTISING U OF I HOMECOMING WE	10/26/2014	300.00	300.00	11/12/2014
IML RISK MANAGEMENT ASSO	0595-102914	TOURISM-LIABILITY	10/29/2014	726.90	726.90	11/12/2014
CITY OF TUSCOLA**TRANSFER	102714	TOURISM-REIMBURSE MARX FOR RURAL LIFE STI	10/27/2014	25.84	25.84	10/29/2014
FLESON FAMILY CONFECTION	111114	TOURISM-GOODIE BAGS FOR IL WOMAN TODAY	11/11/2014	30.00	.00	
LAKE LAND COLLEGE	888784-11031	TOURISM-RURAL LIFE MAILER	11/03/2014	300.00	300.00	11/12/2014
KEMPER INDUSTRIAL EQUIPM	58795-102214	TOURISM-PORTABLE RESTROOMS FOR CROSS C	10/22/2014	200.00	200.00	10/28/2014
CITY OF TUSCOLA**TRANSFER	102714	TOURISM-REIMBURSE MARKS FOR SPARKS AND	10/27/2014	24.19	24.19	10/29/2014
ROGARDS OFFICE PLUS	1352494-0-101	TOURISM-BATTERIES	10/15/2014	32.00	32.00	10/28/2014
ROGARDS OFFICE PLUS	1352859-0-102	TOURISM-MAILING SEALS	10/21/2014	17.98	17.98	10/28/2014
ROGARDS OFFICE PLUS	1354449-0-111	TOURISM-TONER CARTRIDGES	11/10/2014	262.16	.00	
ROGARDS OFFICE PLUS	1354892-0-111	TOURISM-LAMINATING POUCHES	11/13/2014	24.25	.00	
EASTERN ILLINI ELECTRIC	1111100400-1	TOURISM-HIGHWAY SIGN	10/27/2014	88.00	88.00	11/12/2014
ILLINOIS POWER MARKETING	8410814111-1	TOURISM-1151 N CR 1050 E/HIGHWAY SIGN	11/04/2014	79.56	.00	
CAPITAL ONE BANK, NA	102214	TOURISM-OUTDOOR PA ANNOUNCING SYSTEM	10/22/2014	283.98	283.98	10/29/2014
CAPITAL ONE BANK, NA	102214	TOURISM-PROMOTIONAL BAGS	10/22/2014	25.23	25.23	10/29/2014
TUSCOLA COMMUNITY UNIT	102314	TOURISM-TOURISM GRANT TO CAN DO EVENT	10/23/2014	594.70	594.70	10/28/2014
TUSCOLA LIONS CLUB	100814	TOURISM-ALUMNI ASSOCIATION SIGN USAGE	10/08/2014	50.00	50.00	10/21/2014
TUSCOLA LIONS CLUB	100814-2	TOURISM-ALUMNI ASSOCIATION SIGN USAGE	10/08/2014	50.00	50.00	10/21/2014
TUSCOLA JOURNAL	025439-09301	TOURISM-HOMECOMING ALUMNI DISPLAY	09/30/2014	200.00	200.00	10/28/2014
CITY OF TUSCOLA**TRANSFER	102714	TOURISM-REIMBURSE LONG FOR LUNCH MEETIN	10/27/2014	20.45	20.45	10/29/2014
Grand Totals:				5,584.24	5,188.27	

Dated: 11-18-14

Tourism Board President -



Randy Hastings