

## Tourism Board Meeting

February 18, 2014

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

Motion to approve the minutes from the January 21, 2014 Board meeting made by Devon, seconded by Ashley. All in favor, motion passed.

Motion to approve the bills list from 1/17/14-2/14/14, in the amount of \$5,204.61 made by Phyllis, seconded by Devon. All in favor, motion passed.

### Old Business:

Alta gave the board an update on combining Chamber of Commerce operations with Tourism and TEDI boards. Tedi is still working on combining bylaws for the two boards to merge. Tourism will continue as they have been with events, as long as there is still support from volunteers.

### New Business:

The grant application for Rural Life Antique Show and Sale for March and November 2014 was approved. Ashley reported that the hotel is half full for the weekend. Also Anna created a brochure that included where to eat, stay and shop in Tuscola, which was mailed out to past Rural Life Show attendees.

Alta informed the board on IDOT- Tourist Oriented Directional Signing Program. This program involves installing blue signs in rural area (under 5,000) to advise tourist of business and attractions not visible from a State highway. Each sign may identify up to 4 businesses and each business would need to apply. There is a \$100 nonrefundable processing fee and \$70 annual fee. The board may consider offering grants for this project. Anna is working on obtaining more information and the application process. She will contact businesses directly with the information.

Alta updated the board on the FY 2015 Tourism Budget. Alta and Anna are currently working on the upcoming budget, and will be emailed out once completed. Alta brought up several decisions that need to be made for the FY 2015 Budget. What kind of support the board should offer to the Vault for their events and what other event can take place on Saturday mornings downtown. In previous years the Abundant Market has a lack of attendance as well as a lack of produce vendors. Devon had an idea to turn the Abundant Market into a Flea market/garage sale.

Ashley made a motion to adjourn, seconded by Phyllis. All in favor, meeting adjourned.

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

Approved: Randy Hastings Randy Hastings, President