

Tourism Board Meeting

March 20, 2018

The meeting was called to order approximately 8:30 am. In attendance: Donna Kidwell, Drew Hoel, Ashley Swinford, Allen Schwass, Alta Long, and Anna Nelson. Also in attendance were Odd Fellow Lodge members.

Motion to approve the minutes from February 20, 2018 board meeting was made by Donna, seconded by Ashley. All in favor motion passed.

A motion to approve the bills list from 2/16/18-3/16/18 in the amount of \$3,190.09 made by Donna, seconded by Ashley. All in favor motion passed.

Old Business:

Anna updated the board on the Miss Tuscola Pageant. The pageant will be this Saturday at the high school. Anna said they have had many local businesses contribute items and financial donations.

Alta updated the board on the history map. She explain that the map has now been added to our website and now it's just a matter of finding and adding information. Anna said she has been in communication with Anna at the museum and the board has requested a \$1,000 grant in exchange for their contribution of information. The board was in favor of this amount to be given to the museum.

Anna updated the board on Sparks in the Park. She said she working on the Cola Wars tournament. She has contact Andy Romine to have the football team involved with current students or possibly alumni. She hasn't heard back. Hopefully she will have more of an update next week. Anna also explained that the high school basketball team will not be able to sponsor the 3 on 3 tournament this year. She has contacted Biddy Basketball and they seem interested. They will let her know if they can find the volunteers to help out. Battlecreek band will be playing in the evening before the fireworks. She has also reserved a stage for the evening and band will bring stage and lighting needed.

The board discussed the WEIU- Our Story project. Anna updated the board that Sarah Busch Lincoln, Tuscola First Federal, and Edward Jones have committed to sponsorships. Ameren and Christie Clinic are also interested, but have not committed. The board discussed how much they would like to fund the project. They wanted to contribute, but do not want to paying for the entire project. Donna made a motion to approve a \$2,000 sponsorship level and Allen seconded. All in favor motion passed.

Members of the Odd Fellow Lodge were present at the meeting to answer questions about their grant request. They have requested a \$5,000 grant for their upcoming Odd Market. The grant request would include funds for stage, porta potties, and advertising. The group explained that the attendance was over 550 at their last event. They hope expanding the music will bring more attendees. They believe this will be a family friendly atmosphere. They do plan to have a craft beer tent at the event. After much discussion the board decided to partially fund the grant for \$3,000. The grant can be used for any of the qualifying tourism items. Drew made a motion to approve the \$3,000 grant request and Ashley seconded. All in favor motion passed.

New Business:

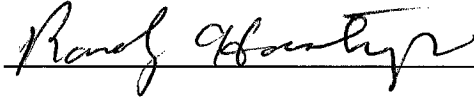
Alta presented the FY19 budget to the board. The budget included various community events like Sparks in the Park, Outdoor movies, Christmastown, and Miss Tuscola. As well as new vinyl for billboards and the history map project. Ashley made a motion to approve the budget and was seconded by Donna. All in favor motion passed.

Anna presented the Outdoor movie night and Artisan market. She has begun planning the events for this summer. They plan to have them the 3rd Friday night of May, June, July and August. She will start promoting and getting vendors signed up.

WCIA has chosen Tuscola as one of their live "Our Town" segment locations on August 17. They will be broadcasting live all day with the live show starting at 4pm. Anna said she is working with WCIA to help with content for the live show. She will keep the board updated on this project as it develops.

Next Meeting Date: **Tuesday, April 17, 2018 – 8:30 am at City Hall**

Approved:

A handwritten signature in cursive script, appearing to read "Randy Hastings", written over a horizontal line.

Randy Hastings, President

Report Criteria:

Detail report.

Invoices with totals above \$0 included.

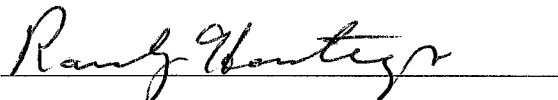
Paid and unpaid invoices included.

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

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
LAMAR COMPANIES	108964514-03	TOURISM-BILLBOARD	03/12/2018	360.00	360.00	03/27/2018
DISCOVER MAGAZINE	033018	TOURISM-ADVERTISING	03/30/2018	650.00	650.00	04/13/2018
WDWS/WHMS/WKIO RADIO	244500091000	TOURISM-ADVERTISING FOR RURAL LIFE ON WD	03/31/2018	120.00	120.00	04/13/2018
NEXSTAR BROADCASTING	1264015-5-032	TOURISM-ADVERTISING/WCIA	03/25/2018	880.00	880.00	04/13/2018
NEXSTAR BROADCASTING	1264105-5-030	TOURISM-ADVERTISING/WCIX	03/04/2018	85.00	85.00	03/27/2018
NEXSTAR BROADCASTING	1399188-2-030	TOURISM-ADVERTISING/WCIA	03/04/2018	704.00	704.00	03/27/2018
ILLINOIS TIMES	77302-033118	TOURISM-1/2 H CAPITAL CITY	03/31/2018	1,150.00	1,150.00	04/13/2018
GFI DIGITAL, INC	1039626-0406	TOURISM-COPIES	04/06/2018	140.15	140.15	04/10/2018
CAPITAL ONE BANK, NA	7404-032218	TOURISM-CONSTANT CONTACT	03/22/2018	21.25	21.25	04/03/2018
HORNADAY, TRACY	031118	TOURISM-BROCHURE DESIGN	03/11/2018	300.00	300.00	04/03/2018
TUSCOLA COMMUNITY UNIT	040518	TOURISM-MISS TUSCOLA JANITORIAL SERVICES	04/05/2018	129.14	129.14	04/13/2018
GROVES, DENISE	041118	TOURISM-PARADE MAGNETS FOR MISS TUSCOLA	04/11/2018	227.70	227.70	04/13/2018
MIDWEST MOBILE STAGES	031918	TOURISM-LIGHTING/SOUND FOR MISS TUSCOLA	03/19/2018	850.00	850.00	03/20/2018
ENGLEHARDT, KELLEY L	1274-032318	TOURISM-MISS TUSCOLA SHIRTS FOR QUEENS A	03/23/2018	314.00	314.00	03/23/2018
RAY, RACHEL L	031618	TOURISM-PHOTO FILES OF 2018 MISS TUSCOLA C	03/16/2018	21.00	21.00	03/20/2018
MILLBURG, ABIGALE	031918	TOURISM-MISS TUSCOLA JUDGE	03/19/2018	100.00	100.00	03/20/2018
UPHOFF, SHARON	031918	TOURISM-MISS TUSCOLA JUDGE	03/19/2018	100.00	100.00	03/20/2018
ACTION INFLATABLES MEGA E	030118	TOURISM-DEPOSIT FOR INFLATABLES FOR SPAR	03/01/2018	1,186.50	1,186.50	04/13/2018
CAPITAL ONE BANK, NA	7404-032218	TOURISM-IPAD DATA	03/22/2018	20.00	20.00	04/03/2018
CAPITAL ONE BANK, NA	7404-032218	TOURISM-AMISH COUNTRY BOARD MEETING	03/22/2018	12.60	12.60	04/03/2018
EASTERN ILLINI ELECTRIC	1111100400-03	TOURISM-HIGHWAY SIGN	03/28/2018	62.08	62.08	04/03/2018
BETTER NEWSPAPERS INC	022818-2	TOURISM-ADVERTISING-COLA WARS LICENSE PL	02/28/2018	120.00	120.00	03/20/2018
KIWANIS CLUB	041318	TOURISM-REIMBURSEMENT FOR KIWANIS TOUR	04/13/2018	250.00	250.00	04/13/2018
PORTER, HARLAN DAVID	1051-030318	TOURISM-COLA WARS AD	03/03/2018	58.50	58.50	03/27/2018
Grand Totals:				7,861.92	7,861.92	

Dated: _____

Tourism Board President -



Randy Hastings