

Tourism Board Meeting – Tuscola City Hall – 214 N Main ST

April 16, 2019

The meeting was called to order approximately 8:35 am. In attendance: Randy Hastings, Donna Kidwell, Drew Hoel, Bill Hill, and Alta Long.

Old Business:

Drew opened the meeting and presented the minutes of the February 19, 2019 and the March 19, 2019 meetings. Donna motioned to approve the minutes as presented and Bill seconded the motion. Drew noted that there are two meetings to present due to there not being a quorum at the March meeting. All were in favor of the motion and the motion passed.

Drew motioned to approve the bills lists from the past two meetings, 2/15/19-3/15/19 in the amount of \$9,789.06 and 3/15/19-4/12/19 in the amount of \$6,597.26. Randy seconded the motion. All were in favor, motion passed.

Discussion began on the FY 20 Tourism budget draft. Donna motioned to approve the budget as presented, Randy seconded the motion. The draft budget that is in the agenda packet is unchanged from the draft that was presented in February. The budget is mostly the same as last year, but also includes \$5,000 for interns/part time employees for various tourism functions, and some increase in advertising grants. The budget shows a deficit; however, expenses will be adjusted as the year goes along, and we have an operating cash balance in tourism that will support the deficit should we be able to complete all of the projects contemplated in the budget. All were in favor and the motion passed. Drew informed the board the budget would be passed along to the council for their vote of the entire budget at the next meeting.

Alta discussed the intern applications received for the tourism intern/part time position (s) for summer. There are three defined areas of work between tourism and TEDI work. TEDI wants to share an intern with tourism and the agreement with the City and TEDI will allow for that. Alta and Brian have identified three candidates they proposed to fill 3 part time internships. The skills of each candidate will fit with the defined areas of work needed, and the hours and rates will fit within the budget. The board had no objection to the plan. Alta will propose the hires for council approval along with the other city summer hires.

Alta updated the attendees on the Sparks in the Park plans. Wheels Car Club has decided not to hold a car show at Sparks this year, but may be back next year.

Since the board was not in favor of the latest billboard design by the billboard company, Alta will work on other options, possibly with a summer intern design.

New Business:

Alta noted the Wheel's Car Club has changed the date for the Spring Fling Car Show from June 1 to June 8, due to the high school graduation begin scheduled for June 1.

Alta informed the board that through discussions with Morrie Mendenhall, of Outlets at Tuscola, he thought it prudent to replace him on the board, as his staffing format doesn't allow him to participate in meetings. The position is currently open until a new person is appointed to the board.

Alta discussed our participation in the Amish Country of Illinois group. She mentioned recent ads placed, the new event calendar and the updating of the website and encouraged board members to look at the site (www.amishcountryofillinois.com) for events going on in the area.

Donna motioned to adjourn and Bill seconded. All in favor. The meeting concluded at approximately 9:30 am

Next Meeting Date: May 21, 2019 – 8:30 am at City Hall

Approved:



Randy Hastings, President