

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

October 15, 2019

The meeting was called to order at 8:30 am. In attendance: Drew Hoel, Bill Hill, Randy Hastings, Donna Kidwell, Anna Nelson, and Alta Long.

Old Business:

Drew opened the meeting and presented the minutes of the September 17 meeting. Randy motioned to approve the minutes as presented and Donna seconded the motion. All were in favor of the motion and the motion passed.

Drew motioned to approve the bills lists from 9/13/19-10/11/19 in the amount of \$4,395.27. Donna seconded the motion. All were in favor, motion passed.

No updates to report on Sparks in the Park

Anna presented the billboard design that will be going up on HWY 36. Anna has sent the design to the billboard company and should have a final proof back this week.

No updates on part time/intern.

Anna reported the event downtown on October 5 was very well attended. Many businesses downtown had sidewalk sales along with Cindy Little fall market. Sweet Soul Boutique was very happy with the turnout at their event as well!

Anna is happy to report that Curtis Orchard will be delivering pumpkins downtown tomorrow! The arts council will be placing the pumpkins and decorating later this week. Bill has also been busy to putting together a few new decorations for fall.

Anna shared that many downtown businesses are once again participating on the downtown trick or treat. Kiwanis is organizing a costume parade down Sale St. to kick off the event! This has become a community favorite event.

Anna shared a few Christmastown updates. She has had difficulty reserving a train for Friday night. However, she has found one that is available. Drew is working on changes to the contract that hopefully both parties can agree too. Bill mentioned inviting Christmas carolers or the band to play music downtown.

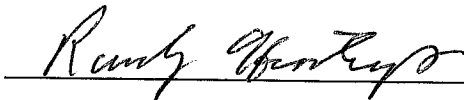
New Business:

Anna presented an advertising package from WCIA with varying budgets. She also said they included YouTube advertising as well. She also had them include cost for businesses to be highlighted on their CiLiving Show. Cost would be \$250 per business (or segment). The board discussed offering the businesses to pay half for the segment. Randy made a motion to approve the \$2,690 package and \$1,00 for YouTube ads, and up to \$750 for CiLiving segments. Bill seconded. All in favor motion passed. Anna will contact downtown businesses and the first 6 will be given the Ciliving segments. Anna also mentioned she recommends doing advertising in Terra Haute again. The board suggested a \$2,500 budget for ads placed in Terra Haute.

Drew motioned to adjourn and Bill seconded. All in favor.

Next Meeting Date: November 19, 2019 – 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
LAMAR COMPANIES	110784997-102	TOURISM-BILLBOARD	10/21/2019	365.00	365.00	11/07/2019
LAMAR COMPANIES	110795469-102	TOURISM-NEW BILLBOARD	10/25/2019	500.00	500.00	11/07/2019
RAY, RACHEL L	103019	TOURISM-PHOTO FILES OF TRUNK OR TREAT EVE	10/30/2019	21.00	21.00	11/05/2019
TUSCOLA HOME CENTER	32980-103119	TOURISM-ITEMS FOR DOWNTOWN DECOR	10/31/2019	79.96	79.96	11/07/2019
GFI DIGITAL, INC	1517671-11061	TOURISM-COPIES	11/06/2019	133.21	133.21	11/13/2019
CHAMPAIGN CO CONVENTION	2019-005-1105	TOURISM-REGIONAL PARTNERSHIP FEE PER AGR	11/05/2019	5,000.00	5,000.00	11/07/2019
CARDMEMBER SERVICE	2712-101519	TOURISM-DOMAIN REGISTRATION/RENEWAL	10/15/2019	62.32	62.32	10/22/2019
TITSWORTH, HALEY	1-102919	TOURISM-VIDEO SHOOT AND EDITING FOR TUSC	10/29/2019	115.00	115.00	11/05/2019
HOEY, JOHN T	102819	TOURISM-REIMBRUSE FOR CANDY FOR VETERAN	10/28/2019	76.90	76.90	10/31/2019
CITY OF TUSCOLA**TRANSFER	110419	TOURISM-WATER, SAFETY PINS FOR SPARKS IN T	11/04/2019	13.25	13.25	11/13/2019
AMAZON.COM	9319-100519	TOURISM-SUPPLIES FOR DOWNTOWN MOVIE NIG	10/05/2019	85.62	85.62	10/16/2019
AMAZON.COM	9319-110519	TOURISM-ACTIVITY SUPPLIES	11/05/2019	22.99	22.99	11/14/2019
HIGGINS, KIM	102919	TOURISM-REIMBURSEMENT FOR COSTUME CON	10/29/2019	100.00	100.00	11/05/2019
GULLIFORD SEPTIC SERVICE	36835-100819	PORTABLE TOILETS FOR CROSS COUNTRY EVEN	10/08/2019	750.00	750.00	10/16/2019
BLOOMER, AMY	103019	TOURISM-HALLOWEEN PARTY SUPPLIES	10/30/2019	113.69	113.69	10/31/2019
VESTAL, JESSICA	101119	REIMBURSE MISS TUSCOLA ENTRY FEE FOR VAN	10/11/2019	45.00	45.00	10/16/2019
CURTIS ORCHARD	101519	PUMPKINS/DELIVER FOR DOWNTOWN DISPLAY	10/15/2019	580.00	580.00	10/15/2019
ELITE LUXURY LIMOUSINES IN	3001-103019	DEPOSIT FOR CHRISTMASTOWN TROLLEY	10/30/2019	225.00	225.00	11/05/2019
VERIZON WIRELESS	9840691230-1	TOURISM TABLET-217-549-0232	10/22/2019	36.01	36.01	10/31/2019
CAPITAL ONE BANK, NA	7404-102219	TOURISM APP	10/22/2019	4.16	4.16	10/25/2019
EASTERN ILLINI ELECTRIC	1111100400-10	TOURISM-HIGHWAY SIGN	10/30/2019	44.01	44.01	11/07/2019
AMEREN ILLINOIS	1299027042-1	1151 N CO RD 1050 E-ELECTRIC	10/29/2019	34.95	34.95	11/13/2019
TUSCOLA ODD FELLOWS LOD	101819	TOURISM GRANT-ENTERTAINMENT & ADVERTISIN	10/18/2019	515.50	515.50	10/22/2019
Grand Totals:				8,903.57	8,903.57	

Dated: 12-17-19

Tourism Board President -



Randy Hastings