

TUSCOLA TOURISM BOARD OF DIRECTORS

July 8, 2025

Meeting Minutes

Present were Board Members: Devon Flesor-Story, Ainslie Heilich, Bill Hill, Drew Hoel, and staff Alta Long, Michelle Black and Stepheny McMahon.

Drew called the meeting to order at 8:30 a.m.

The minutes of the June 17th meeting were presented. Devon made a motion to approve and Bill seconded. The motion passed.

Drew presented the financials from June 2025. Drew made a motion to approve, Bill seconded, and the motion passed.

Stepheny presented the revised grant budget as submitted by Sarah Wasilowski asking for \$4980.81 reduced from the previous request of \$6821.32 for a Family Fun Day to be hosted August 30th from 11:00am-11:00pm. Alta mentioned that the WIXY advertising seemed expensive. Devon said that the radio advertising is still effective for them and that when you buy ads the radio gives you more mentions. Bill agreed.

Drew brought up that city council has discussed the closure of Sale and Main Streets for the event. The council would like to see the new park used for this type of activity but as there is a wedding at the community building that evening he thinks the council will approve the street closure at the next council meeting. Steph asked Devin to confirm she had spoken to Kenny Hogue and the Kiblers wanted the street closed, which she confirmed.

Bill made a motion to approve the grant request of \$4980.81 for Family Fun Day. Ainslie seconded and the motion passed. For lack of a quorum Drew asked that this item be added to the next Tourism meeting agenda for ratification.

Alta mentioned revising the budget to include the WIXY under advertising instead of grants.

Ainslie shared info about the Odd Market scheduled for October 17-19. They have 70 vendors planned who will all be outside as inside the community building will be tattoo artists. More vendors would like to come but Ainslie needs more details about the approved street closures. Drew confirmed that the city will be repaving and doing sidewalk work on Park & Washington Streets, as well as, North Central to Center Street. He feels fairly confident that the construction should be done or to a point where it will not impact the Odd Fellows event. Bill asked and Drew confirmed that the sidewalks in front of the police department and Mi Veracruz will also be redone.

Stepheny gave of a report on Sparks 2025 and asked for feedback from the group about possible changes for next year. Lots of ideas were discussed and recorded.

Bill also brought up the desire for a sign directing people from Sale Street to the new park to be used for events. He suggested a flat type sign that hangs along a tall poll similar to those used at gas stations.

Ainslie made a motion to adjourn at 9:05pm. Bill seconded and the motion passed.

Respectfully submitted,

Stepheny McMahon
Tuscola Tourism Director

Approved *Randy Gortys* Date 2-17-26