

TUSCOLA TOURISM BOARD OF DIRECTORS

August 19, 2025

Meeting Minutes

Present were Board Members: Devon Flesor-Story, Randy Hastings, Bill Hill, Drew Hoel, Donna Kidwell, Jennifer Reifsteck and staff Stepheny McMahon.

Drew called the meeting to order at 8:33 a.m.

The minutes of the July 8, 2025 meeting were presented. Bill made a motion to approve and Donna seconded. The motion passed.

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

Steph reported that the Tuscola Family Fun Day had been voted on during the July meeting but because there was not a quorum, the vote needed to be ratified at this meeting to grant \$4,980.81 to the Tuscola Family Fun Day event. Randy made the motion, Donna seconded and the motion passed. Devon reported that the radio ad for the event sounds great and received many online hits. The event has secured 30 vendors and will be larger than last year.

Steph reported that the Homecoming Alumni had submitted a grant request for \$1600 to cover the advertising and entertainment cost. She shared that the group could vote on the grant today but as the application was received so late to be included in the noticed agenda, that there would need to be a ratification at the meeting in September. Devon stated her support for the event. Drew reported that the city has rented and will be covering the cost for upgraded portable toilets in a trailer. Bill asked if the trailer would be handicap accessible. Steph will double check but believes it should be. Devon made a motion to award the grant request. Bill seconded and the motion passed.

Steph reported that next year's Sparks in the Park will be on Saturday, July 4th. Fireworks and inflatables are already booked. Food vendors were informed of our date for 2026. Devon suggested that we inform all of Tuscola's local non-profits in the hopes that they will participate in someday next year. Steph shared that she had pledged for Tuscola to be an Illinois America250 Community which should come with some resources and support for celebrating the countries 250th anniversary.

Steph asked that everyone take some Tuscola Tourism Brochures to restock in their own stores or distribute. Donna shared postcards promoting the Antique Show which will take place in November.

Steph reminded everyone that she and Michelle along with Jennifer and Taylor Reifsteck of Shimmer and Sheek are taking on the Becky's Buddies vendor fair that has been renamed the Jingle & Mingle Market. Vendors are being solicited and about 19 have signed up so far. Steph shared information cards for others to help distribute to recruit new vendors. The planning team will be meeting again soon.

Steph reported there would be a nighttime parade again this year along with other activities during Christmastown the first weekend in December.

Steph updated the Board on the tourism video created by Clanin Creative and showed the video to the group. Feedback was that the first image of the Starry Night mural also showed the alley and the unattractive backs of buildings. Steph will ask if that can be edited.

Bill said it is time to take down the Uncle Sam statute, remove the bikes from the raised beds and add the Tuscola "T" and football. Steph will email Rod Hardwick with the request.

Jennifer asked if Cindy Little will be hosting her mini Farmer's Market at Gazebo corner again this year and said the event is good for the downtown businesses. Steph will check in with Cindy to learn her plans.

Steph shared that the Tuscola Chamber is hosting an after hours at Bookie's on Wednesday 8/20 for members and prospective members and invited everyone on the Board to attend. Devon stated that Flesor's would be glad to host a Chamber networking event.

Randy made a motion to adjourn. Donna seconded and the motion passed.

Respectfully submitted,

Stepheny McMahon
Tuscola Tourism Director

Approved Randy Hartney Date 2-17-20