

**Tourism Board Meeting
August 15, 2017**

The meeting was called to order approximately 8:30 am. In attendance: Drew Hoel, Donna Kidwell, Morrie Mendenhall, Ashley Swinford, Alta Long, and Anna Nelson.

Motion to approve the minutes from the July 18, 2017 board meeting made by Donna, seconded by Ashley. All in favor, motion passed.

Motion to approve the bills list from 7/12/17-8/11/17 in the amount of \$24,359.58 made by Drew, seconded by Morrie. All in favor, motion passed.

Old Business:

Anna gave the board the final budget for Sparks in the Park. In total the event cost \$46,000 including \$25,000 for fireworks. Aside from the fireworks and including revenues from the day, the cost to the city is \$12,800. Alta said she was disappointed to see participation for mud volleyball and 3 on 3 decline. Several years ago they used to bring in nearly double what they do now. She hopes working with Coach Bozarth, who has been a part of the junior high and high school, will bring more participation.

Anna recapped the Outdoor Movie and Artisan market for the board. She said the last movie drew about 150 people, which is significantly less than previous events. The last movie night was extremely hot and we were under a heat advisory which contributed to the low attendance. The Artisan Market had 12 vendors signed up. Overall Anna said she hopes to see the board fund this event again next year. She hopes next year to get a more consistent schedule, like first Friday or something easy to remember.

Alta updated the board on the website. She said the website developers are currently working on the technical back end of the website. Alta did mention she was a little concerned as they don't plan to show them the website until its complete. The website contact explained that since we like d and saw the original design draft they will design everything to coordinate with that. Alta explained that if we happen not to like something in the final design, they have assured her they will be able to change it. They expect to have a draft to them the beginning of September and then an official launch at the end of September. Anna said they hope to have something to show them at the next meeting.

New Business:

Morrie updated the board on the U of I Football sponsorship. Morrie said they will be doing another arena wide digital take over. At certain times during the game the Outlets of Tuscola logo and Tuscola logo are displayed on all the screens in the stadium. They also do an interactive game where participants can text in to win prizes. The total project is \$26,000 and \$13,000 is a contribution from the tourism board. These funds were approved in the budget.

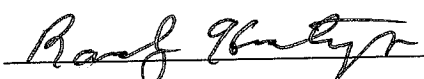
Anna informed the board that Rachel Ray will be taking updated pictures for the website on August 24. She said they plan to start in the morning and visit as many businesses as possible. The main focus is updated pictures for the website, and tourism related businesses.

Cindy Little will once again be hosting a Fall Artisan Market. Over the past few years, Cindy has painted pumpkins and invited other local artisan to set up with her. The event will be September 30 from 9am to 2pm.

Anna's personnel request was tabled to the next meeting.

A motion to adjourn was made by Ashley and seconded by Donna. All in favor motion passed.

Next Meeting Date: Tuesday, September 19, 2017 – 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	108407290-08	TOURISM-BILLBOARD	08/28/2017	350.00	350.00	09/12/2017
TUSCOLA JOURNAL	29-073117	TOURISM-SPARKS IN THE PARK ADVERTISING	07/31/2017	354.50	354.50	08/28/2017
WIXY, WLRW, WCFF, WYXY	MC-117076888	TOURISM-ADVERTISING SPARKS IN THE PARK	07/09/2017	900.00	.00	
ILLINOIS TIMES	74693-082417	TOURISM-FALL GUIDE	08/24/2017	500.00	500.00	08/29/2017
THIRDSIDE, INC	170410-09081	TOURISM-MONTHLY SITE MAINTENANCE FOR TU	09/08/2017	120.00	.00	
GFI DIGITAL, INC	862516-083117	TOURISM-COPIES	08/31/2017	41.33	41.33	09/12/2017
CAPITAL ONE BANK, NA	7404-082217	TOURISM-CONSTANT CONTACT	08/22/2017	21.25	21.25	08/29/2017
RAY, RACHEL L	1-083117	TOURISM-PHOTOS FOR CITY WEBSITE	08/31/2017	150.00	150.00	08/31/2017
THE WINNING STITCH LLC	1842-080417	TOURISM-UNIFORM SWEATERS	08/04/2017	171.05	171.05	08/17/2017
THE WINNING STITCH LLC	2094-081817	TOURISM-UNIFORM SHIRTS	08/18/2017	52.00	52.00	08/24/2017
CHARLESTON GRAPHICS INC	4222-062617	TOURISM-UNIFORM SHIRTS	06/26/2017	250.00	250.00	08/22/2017
KIWANIS CLUB	082817	TOURISM-CARSHOW AND SPARKS IN THE PARK T	08/28/2017	311.50	311.50	08/29/2017
EASTERN ILLINI ELECTRIC	1111100400-08	TOURISM-GRANT FOR SHREDDING EVENT	08/27/2017	63.45	63.45	09/12/2017
CONSTELLATION ENERGY SER	9348748301-0	TOURISM-HIGHWAY SIGN	08/15/2017	43.38	43.38	08/28/2017
ADCO TUSCOLA LLC	081617	TOURISM-1151 N CR 1050E-ELECTRIC	08/16/2017	2,500.00	2,500.00	08/22/2017
				<u>5,828.46</u>	<u>4,808.46</u>	

Grand Totals:

Dated: _____

Tourism Board President -



Randy Hastings