

## **Tourism Board Meeting April 18, 2017**

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

Motion to approve the minutes from the March 21, 2017 board meeting made by Ashley, seconded by Donna. All in favor, motion passed.

Motion to approve the bills list from 3/17/17-4/13/17 in the amount of \$4,559.73 made by Donna, seconded by Devin. All in favor, motion passed.

### **Old Business:**

Anna updated the board on Sparks in the Park. Zach Williams did decline the offer, so they have decided to have the Lumberjack Variety Show as the main entertainment for Sparks. The group will do 2 shows, one in the late afternoon as well as one in the evening before the fireworks. They will also have a kid's camp early in the afternoon, following the Kidtown activities. They have decided to bring Kidtown back again this year, and hope to have a few more community organizations join. She also mentioned working with Rotary to provide volunteers for the inflatables as well. Anna also mentioned that Wheel's Car Club is requesting \$100 more for the trophies. They'd like to expand from top 10 winners to a top 20. The board was okay with the increased amount. Anna said they would like to expand to include activities specifically for teens and tweens. This is something they've been hoping to do for a while. Anna found a company that can provide bumper cars, which would be set up on the tennis courts. Cost would be \$2,300. They also have a zip line available for \$4,500 and an inflatable obstacle for \$750. Devon mentioned if they have considered charging for the activities. Alta explained that would need more volunteers to collect the money, which can be hard to find. She also mentioned most of the time it's just herself and Anna at the park to handle the money. She said they can figure out the logistics at a later if they decide to charge for the activities.

Anna said that Miss Tuscola pageant was well attended and the new stage worked out well. Miss Tuscola purchased a new backdrop for the stage, and Denise said it worked very well. Alta asked Anna to finalize the financials for Miss Tuscola to see what will be deposited in to the scholarship fund.

Anna presented the current logo draft. She explained that she and Alta have been working on the concept and various ad layouts. Overall the board liked the direction of the logo. Alta mentioned she like how versatile the logo was and could be used for several different applications. The board was okay with them pursuing this idea further.

Anna updated the board on the outdoor movie night with the library. She explained they picked dates and movies for this summer. She is still working with the Art Alliance to organize the market beforehand. They plan to show Lego Batman on June 16, Hidden Figures on June 23, and Boss Baby on July 21. They planning to make the first event super hero themed. They are hoping to invite local "heroes" to attend the first movie night for a meet and greet with kids.

### **New Business:**

A grant request was submitted by Winterberry for their tourism directional signage on Rt. 36 for \$140. Drew made a motion to approve the request and Ashley seconded. All in favor motion passed.

A grant request was submitted from Kiwanis for their shredding event that will take place on May 20 at the park. The group asked for \$450 to place ads in the newspaper as well as purchase a banner. Donna made a motion to approve the request and Allen seconded. All in favor motion passed.

A grant request was submitted by Wheel's Car Club for their Spring Fling Car Show. They are asking for \$550 for Jim Easter and to place newspaper ads. Ashley made a motion to approve this grant, and Donna seconded. All in favor motion passed.

Anna reminded the board that it's time for reappointment. Anna ask the board members to please let her know if they would not like to be reappointed to the board. She'll have a list for approval at the next meeting, which will then be presented to the council.

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

Next Meeting Date: **Tuesday, May 16, 2017 – 8:30 am at City Hall**

Approved: *Randy Hastings* **Randy Hastings, President**

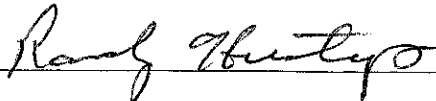
Report Criteria:

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	107999248-04	TOURISM-BILLBOARD	04/10/2017	350.00	350.00	04/20/2017
WDWS/WHMS/WKIO RADIO	2445-00082-03	TOURISM-ADVERTISING FOR RURAL LIFE ON WD	03/31/2017	180.00	180.00	04/18/2017
WDWS/WHMS/WKIO RADIO	2445-00083-03	TOURISM-ADVERTISING FOR RURAL LIFE ON WH	03/31/2017	270.00	270.00	04/18/2017
EFFINGHAM DAILY NEWS	200792-04261	TOURISM-ADVERTISING A DAY AWAY	04/30/2017	530.00	.00	
CAPITAL ONE BANK, NA	7404-042217	FONTS;SWATCH BOOK FOR TUSCOLA LOGO PRO	04/22/2017	123.91	123.91	05/02/2017
THIRDSIDE, INC	170198-05091	TOURISM-MONTHLY SITE MAINTENANCE FOR TU	04/30/2017	120.00	.00	
GFI DIGITAL, INC	774675-05081	TOURISM-COPIES	04/30/2017	98.35	.00	
CAPITAL ONE BANK, NA	7404-042217	CONSTANT CONTACT MONTHLY FEE	04/22/2017	21.25	21.25	05/02/2017
HORNADAY, TRACY	042517	TOURISM-LOGO DESIGN	04/25/2017	50.00	50.00	04/28/2017
MOULTRIE-DOUGLAS COUNTY	051017	TOURISM-MODO REGISTRATION FOR MISS, JR MI	05/10/2017	155.00	.00	
DBL ATTRACTIONS INC	050217	BUMPER CARS, ZIPLINE, OBSTACLE COURSE FO	05/02/2017	1,526.00	1,526.00	05/03/2017
CAPITAL ONE BANK, NA	7404-042217	IPAD CELL SERVICE	04/22/2017	20.00	20.00	05/02/2017
EASTERN ILLINI ELECTRIC	1111100400-0	TOURISM-HIGHWAY SIGN	04/26/2017	57.64	57.64	05/04/2017
CONSTELLATION ENERGY SER	75831863-050	TOURISM-1151 N CR 1050E-ELECTRIC	04/30/2017	43.20	.00	
CONSTELLATION ENERGY SER	75831863-050	TOURISM-1151 N CR 1050E-ELECTRIC	04/30/2017	43.07	.00	
WINTERBERRY	041917	TOURISM GRANT FOR MARCH 2017 RURAL LIFE	04/19/2017	1,409.63	1,409.63	04/20/2017
KIWANIS CLUB	042417	TOURISM-REIMBURSEMENT FOR KIWANIS TOURI	04/24/2017	147.50	147.50	04/26/2017
Grand Totals:				5,145.55	4,155.93	

Dated: 5-16-17

Tourism Board President -



Randy Hastings