

Tourism Board Meeting
February 21, 2017

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

Note: A quorum was not present, therefore the minutes and financial statements were tabled to next meeting.

Old Business:

Anna informed the board she will be submitting the annual report to council. If any board members have changes let her know before Friday.

Anna explained to the board that they made a few changes to the Christmas decoration. Originally they had planned to purchase a large 14ft tree for festival corner. After planning placement for the tree, they found it would be difficult to see from the road. After much discussion, they decided they would like to purchase additional snowflakes to finish out the corridor. They also have a couple ideas for next year, but would like to get the snowflakes ordered before the sales ends this month.

Alta updated the board on Sparks in the Park entertainment. She informed them that they have secured the Lumberjack Variety show for July 8th. The show can be broken up into smaller shows throughout the day or one large show before fireworks. She also explained she has been unsuccessful in securing a Christian artist because many of them are already booked. She does have one more lead after contacting the agent from last year. Zachary Williams currently has a number one song one the Christian charts for over 11 weeks. He would cost between \$5,000 - \$6,000 plus \$4,000 for the stage.

Alta asked for feedback if she should continue perusing a Christian artist, or if the Lumberjack show should be the main entertainment before the fireworks. The board agreed the Lumberjack show would be a great addition to the event, but would also like to see a concert at the park. Alta said she will work with the agent to see if they can come to an agreement on price and stage size.

Anna informed the board that the Miss Tuscola Pageant is March 25th. Donations letters have been sent out, and they are have received several donations so far.

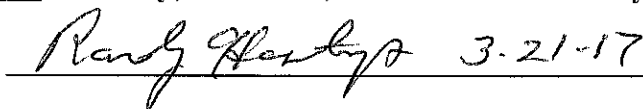
New Business:

Alta presented the hotel/motel tax for 2016. She was pleased that the revenues continue to increase.

Alta presented the logo project. They have worked with a couple designers on new logos, but still haven't found anything that they like yet. She's hoping to get revisions on the last round of logos. Overall the logos had too much detail to be readable when small.

Next Meeting Date: **Tuesday, March 21, 2017 – 8:30 am at City Hall**

Approved:

 3-21-17

Randy Hastings, President

Report Criteria:

Detail report.

Invoices with totals above \$0 included.

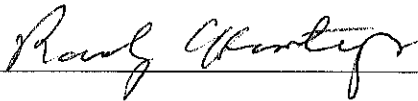
Paid and unpaid invoices included.

Invoice Detail.GL Account = "061005000"-061005999"

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
LAMAR COMPANIES	107840807-02	TOURISM-BILLBOARD	02/13/2017	350.00	350.00	02/28/2017
LAMAR COMPANIES	107910707-03	TOURISM-BILLBOARD	03/13/2017	350.00	.00	
WDWS/WHMS/WKIO RADIO	2445-00082-02	TOURISM-ADVERTISING FOR RURAL LIFE ON WD	02/28/2017	120.00	120.00	03/16/2017
WDWS/WHMS/WKIO RADIO	2445-00083-02	TOURISM-ADVERTISING FOR RURAL LIFE ON WH	02/28/2017	180.00	180.00	03/16/2017
CAPITAL ONE BANK, NA	7404-022217	TOURISM-LOGO DESIGN	02/22/2017	247.50	247.50	03/07/2017
THIRDSIDE, INC	170093-03081	TOURISM-MONTHLY SITE MAINTENANCE FOR TU	03/08/2017	120.00	120.00	03/14/2017
GFI DIGITAL, INC	733801-03081	TOURISM-COPIES	03/08/2017	92.13	92.13	03/14/2017
CAPITAL ONE BANK, NA	7404-022217	TOURISM-CONSTANT CONTACT ACCOUNT	02/22/2017	21.25	21.25	03/07/2017
GREENSTONE, JULIE	021517	TOURISM-REIMBURSEMENT FOR LITTLE MISS CO	02/15/2017	30.00	30.00	02/17/2017
QUINN, TRACY	031317	TOURISM-JUDGE FOR MISS TUSCOLA PAGEANT	03/13/2017	100.00	100.00	03/16/2017
WEGER, MICHELLE	031217	TOURISM-JUDGE FOR MISS TUSCOLA PAGEANT	03/12/2017	100.00	100.00	03/16/2017
HOLTHAUS, MOLLY	031217	TOURISM-JUDGE FOR MISS TUSCOLA PAGEANT	03/12/2017	100.00	100.00	03/16/2017
CAPITAL ONE BANK, NA	7404-022217	TOURISM-DATA FOR IPAD	02/22/2017	20.00	20.00	03/07/2017
SIMPLIFIED COMPUTERS	89992-020817	TOURISM-UPGRADE TOURISM MAC	02/08/2017	532.00	532.00	02/17/2017
EASTERN ILLINI ELECTRIC	1111100400-0	TOURISM-HIGHWAY SIGN	02/24/2017	62.98	62.98	03/07/2017
CONSTELLATION ENERGY SER	74693072-022	TOURISM-1151 N CR 1050E-ELECTRIC	02/28/2017	43.20	43.20	03/14/2017
DOUGLAS COUNTY MUSEUM	022717	TOURISM-GRANT REIMBURSEMENT FOR BROCH	02/27/2017	698.00	698.00	02/28/2017
Grand Totals:				3,167.06	2,817.06	

Dated: 3-21-17

Tourism Board President -



Randy Hastings