

Tourism Board Meeting July 19, 2016

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

Motion to approve the minutes from the June 21, 2016 board meeting made by Randy, seconded by Donna. All in favor, motion passed.

Motion to approve the bills list from 6/17/16-7/15/16 in the amount of \$16,974.40 made by Donna, seconded by Allen. All in favor, motion passed.

Old Business:

Anna updated the board on the Market on Main. The Market has had average attendance of 70 to 80 people and 5 to 6 vendors per market. They did have an increase in attendance on July 9, from people attending the parade. Anna said they've had continued success giving out the free totes to shoppers.

Anna updated the board on Sparks in the Park. Anna reported that KidTown was very successful and they've received a lot of positive feedback on the event. She said they had most of the City Hall departments represented as well as the Library, State Farm, Ford, and Douglas County Museum. Alta explained they hoped to grow the event to include more businesses next year and the public works department. Alta also mentioned the Josh Wilson concert was very well attended. The band members were very easy to work with and their rider was minimal compared to past entertainment. The FCA group did a fantastic job as the stage crew. Many started their day at 7 am and were there till after midnight taking the stage down. She also said they had great attendance for all the events and several food vendors, due to the event not being on July 4th.

Alta suggested to the board to keep doing the festival the Saturday after. The board agreed that the higher attendance was due to not having the event on the holiday. Morrie moved to make a motion to have the festival on July 8, 2017 and Donna seconded. All in favor motion passed.

The board discussed the tourism grant guideline. Overall they agreed nothing should be changed. They would like to have all grants submitted in time to be placed on the agenda. They prefer to have a discussion at meeting. Alta and Anna will continue to encourage applicants to get their applications in early.

Anna updated the board on the second outdoor movie night with the library. They had anywhere from 200-250 people attended. Before the movie, they hosted a summer block party with face painting, games, and craft projects. The tourism board also sponsored free ice cream cones from Flesor's for the first 100 kids. Drew mentioned he hopes they continue this event, as it exactly what was intended for festival corner when it was developed many years ago.

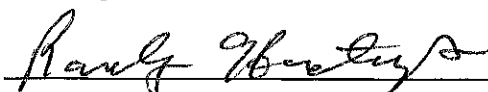
New Business:

Morrie presented to the board a marketing campaign for Outlets of Tuscola with the U of I football. With this sponsorship, the mall would receive exposure through out the entire season including, screen time on the scoreboard, digital signage, print ad on the roster card, and radio mentions. The total cost to of the campaign is \$25,000 and the mall is asking for \$13,000 from the tourism board for this campaign. Morrie also mentioned that the U of I basketball campaign they did years ago was very successful and they still have shopper mention that campaign. Donna made a motion for tentative approval, as this item was not listed on the agenda, and Randy seconded. All in favor motion passed.

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

Next Meeting Date: August 16, 2016 – 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	107292417-08	TOURISM-BILLBOARD	08/01/2016	340.00	340.00	08/15/2016
LAMAR COMPANIES	107366246-08	TOURISM-BILLBOARD	08/29/2016	340.00	340.00	09/13/2016
TUSCOLA JOURNAL	29-063016	TOURISM-MARKET ON MAIN, MOVIE NIGHT, SPAR	06/30/2016	674.50	674.50	07/19/2016
TUSCOLA JOURNAL	29-073116	TOURISM-SPARKS AD	07/31/2016	155.00	155.00	08/23/2016
ILLINOIS TIMES	70319-082516	TOURISM-FALL GUIDE	08/25/2016	765.00	765.00	09/07/2016
NELSON, ANNA	072016	TOURISM-FACEBOOK ADS FOR OUTDOOR MOVIE	07/20/2016	29.17	29.17	07/21/2016
THIRDSIDE, INC	160278-08081	TOURISM-MONTHLY SITE MAINTENANCE FOR TU	08/08/2016	120.00	120.00	08/23/2016
THIRDSIDE, INC	160317-09081	TOURISM-MONTHLY SITE MAINTENANCE FOR TU	09/08/2016	120.00	120.00	09/13/2016
TUSCOLA JOURNAL	29-063016	TOURISM-SPARKS IN THE PARK	06/30/2016	180.00	180.00	07/19/2016
GFI DIGITAL, INC	599842-08081	TOURISM-COPIES	08/08/2016	300.13	300.13	08/23/2016
GFI DIGITAL, INC	616665-09011	TOURISM-COPIES PARTIAL REIMBURSEMENT BY	09/01/2016	270.07	270.07	09/13/2016
CAPITAL ONE BANK, NA	7404-072216	TOURISM-CONSTANT CONTACT ACCOUNT	07/22/2016	21.25	21.25	08/05/2016
CAPITAL ONE BANK, NA	7404-082216	TOURISM-CONSTANT CONTACT ACCOUNT	08/22/2016	21.25	21.25	09/02/2016
KEMPER INDUSTRIAL EQUIPM	56075-071916	TOURISM-PORTABLE RESTROOMS FOR SPARKS I	07/19/2016	370.00	370.00	08/05/2016
TUSCOLA HOME CENTER	32112-073116	TOURISM-EXTENSION CORDS FOR SPARKS IN TH	07/31/2016	45.87	45.87	08/05/2016
TUSCOLA HOME CENTER	32980-073116	TOURISM-SPARKS IN THE PARK KIDTOWN SUPPLI	07/31/2016	101.32	101.32	08/05/2016
TUSCOLA HOME CENTER	33114-073116	TOURISM-STAKES FOR SPARKS IN THE PARK	07/31/2016	11.61	11.61	08/05/2016
TUSCOLA IGA PLUS	45004400015-	TOURISM-ITEMS FOR COMMUNITY BLDG OPEN H	08/31/2016	40.21	40.21	09/13/2016
CITY OF TUSCOLA**TRANSFER	071516	TOURISM-PIZZA FOR SOUND CREW-SPARKS, MIS	07/15/2016	34.38	34.38	07/19/2016
ROGARDS OFFICE PLUS	1402039-0-080	TOURISM-ENVELOPES FOR COMMUNITY BLDG O	08/03/2016	13.99	13.99	08/09/2016
FLESOR FAMILY CONFECTION	071516	TOURISM-100 ICE CREAM CONE TREATS GIVEAW	07/15/2016	150.00	150.00	07/15/2016
JAMAICA PYROTECHNICS, INC	060916	TOURISM-FINAL PAYMENT FOR 2016 FIREWORK	06/09/2016	18,750.00	18,750.00	07/28/2016
KIDWELL, NICK	082516	TOURISM-TFD SHIRTS FOR SPARKS IN THE PARK	08/25/2016	100.00	100.00	08/31/2016
MAXEY, MARK	082516	TOURISM-MARKET ON MAIN PERFORMANCE 8/27/	08/25/2016	150.00	150.00	08/26/2016
BATTLE CREEK BAND	072016	TOURISM-MARKET ON MAIN PERFORMANCE ON 7/	07/20/2016	150.00	150.00	07/21/2016
BATTLE CREEK BAND	081816	TOURISM-MARKET ON MAIN PERFORMANCE ON 8/	08/16/2016	150.00	150.00	08/19/2016
NELSON, ANNA	071816	TOURISM-WATER COOLERS FOR EVENTS	07/18/2016	23.46	23.46	07/21/2016
WOMEN OF THE MOOSE	072016	TOURISM-MARKET ON MAIN SPONSOR	07/20/2016	200.00	200.00	07/21/2016
CAPITAL ONE BANK, NA	7404-072216	TOURISM-SPARKS 5K, KIDTOWN, COMMUNITY BL	07/22/2016	1,796.41	1,796.41	08/05/2016
WHOBREY, RUTHANN RYAN	072616	TOURISM-MARKET ON MAIN PERFORMANCE 7/26/	07/26/2016	150.00	150.00	07/28/2016
ELLIS JR, DENNIS	080916	TOURISM-MARKET ON MAIN PERFORMANCE	08/09/2016	150.00	150.00	08/11/2016
TUSCOLA VFW	080916	TOURISM-MARKET ON MAIN SPONSOR	08/09/2016	200.00	200.00	08/11/2016
PATTERSON, STACEY	081816	TOURISM-CUPCAKES FOR COMMUNITY BLDG OP	08/18/2016	125.00	125.00	08/18/2016
ILLINOIS BIBLE INSTITUTE	16367-072516	TOURISM-JOSH WILSON CONCERT FOR SPARK IN	07/25/2016	1,200.00	1,200.00	07/28/2016
MOPS	081616	TOURISM-MARKET ON MAIN SPONSOR	08/16/2016	200.00	200.00	08/19/2016
ROGARDS OFFICE PLUS	1400434-0-071	TOURISM-INDEX INSERTS	07/13/2016	5.98	5.98	07/20/2016
ROGARDS OFFICE PLUS	1400641-0-071	TOURISM-TAPE DISPENSER	07/15/2016	23.79	23.79	07/26/2016
ROGARDS OFFICE PLUS	1400765-0-071	TOURISM-COPIER PAPER	07/18/2016	10.50	10.50	07/26/2016
ROGARDS OFFICE PLUS	1402194-0-080	TOURISM-LABELS	08/05/2016	15.12	15.12	08/23/2016
CAPITAL ONE BANK, NA	7404-072216	TOURISM-DATA FOR IPAD	07/22/2016	20.00	20.00	08/05/2016
CAPITAL ONE BANK, NA	7404-082216	TOURISM-DATA FOR IPAD	08/22/2016	20.00	20.00	09/02/2016
EASTERN ILLINI ELECTRIC	1111100400-0	TOURISM-HIGHWAY SIGN	07/27/2016	71.57	71.57	08/09/2016
EASTERN ILLINI ELECTRIC	1111100400-0	TOURISM-HIGHWAY SIGN	08/27/2016	73.24	73.24	09/13/2016
DOUGLAS COUNTY MUSEUM	081116	TOURISM-REIMBURSEMENT FOR TOURISM GRAN	08/11/2016	250.00	250.00	08/15/2016
KIWANIS CLUB	072116	TOURISM-ADVERTISING GRANT FOR SHREDDING	07/21/2016	100.00	100.00	07/21/2016
CAPITAL ONE BANK, NA	7404-072216	TOURISM-POSTAGE TO RETURN ITEMS TO JOSH	07/22/2016	63.02	63.02	08/05/2016
Grand Totals:				28,101.84	28,101.84	

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
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Dated: _____

Tourism Board President -



Randy Hastings

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- Detail report.
 - Invoices with totals above \$0 included.
 - Paid and unpaid Invoices included.
 - Invoice Detail.GL Account = "061005000"."061005999"
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