

## Tourism Board Meeting

February 17, 2014

The meeting was called the meeting to order approximately 8:30 am. In attendance: Ashley Swinford, Donna Kidwell, Drew Hoel, Randy Hastings, Phyllis Truitt, Karen Dukeman, and Anna Marx.

Motion to approve the minutes from the December 16, 2014 Board meeting made by Drew, seconded by Ashley. All in favor, motion passed.

Motion to approve the minutes from the January 20, 2015 Board meeting made by Drew, seconded by Ashley. All in favor, motion passed.

Motion to approve the bills list from 12/12/14-1/16/15, in the amount of \$3,547.63 made by Phyllis, seconded by Drew. All in favor, motion passed.

Motion to approve the bills list from 1/16/15-2/13/15, in the amount of \$1,846.98 made by Randy, seconded by Phyllis. All in favor, motion passed.

### Old Business:

Anna explained to the board that last month she provided invites to Business and Community leaders dinner hosted by the Amish Country of Illinois Tourism Board. She explained at this event they plan to launch the regional tourism branding campaign that was developed by McKenzie Wagner. They will be there to explain how they developed the logo and how it can be implemented going forward. Anna also explained that the Smith House will be providing dinner, and the board has also invited a speaker to motivate every one to work together in the region. She asked that board members please RSVP if you planned to attend.

Anna explained to the board that the Market on Main hours would change due to the feedback she received at the last meeting as well as reviewing the attendance record sheet. The busiest times are from 10am to 12pm, but she felt that pushing it back till 2pm was too late in the day. This year the market will run from 9am to 1pm. Anna said she start to work on finding event sponsors and bands to play again this year.

### New Business:

Anna asked the board to review the grant application for the Tuscola Train Day. Fred Heilch organized this event last year, and he would like to have the event again this year on May 9<sup>th</sup>. She explained that the grant amount is close to the same as last year. He will be updating the banners and sign as well as a small amount for advertising. A motion to approve was made by Randy and seconded by Drew. All in favor, motion passed.

Anna presented the board with the Rural Life Antique Show grant for advertisement costs for March 2015 & November 2015 shows. The request was for a \$1,500 grant for each show. A motion to approve was made by Randy and seconded by Karen. All in favor, motion passed.

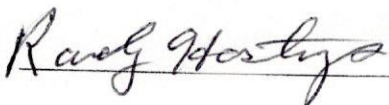
Anna informed the board that the Miss Tuscola Pageant is scheduled for March 21<sup>st</sup> and Denise Groves will continue as the pageant director. Anna is working on a donation letter to send out the businesses request items to be donated for gifts and monetary amounts for pageant items.

Randy informed the board about the WEIU "This is Our Story" project. He met with Jeffery Owens, who works for WEIU, last week. He would like to set up a meeting for Owens to present his project to the board. Randy also mentioned he thought the tourism should contribute some advertising dollars to this project.

Drew made a motion to adjourn and was seconded by Donna. All in favor, motion passed.

Next Meeting Date: Tuesday March 17, 2015 – 8:30 am at City Hall

Approved:



Randy Hastings, President