

**Tourism Board Meeting  
January 20, 2014**

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

Approval of the bills list and minutes was tabled to next meeting, as not enough members were present.

Old Business:

New Business:

Alta passed out the annual Tourism Board report to the City Council. She asked that the board review the report and get back to her with any changes or suggestions.

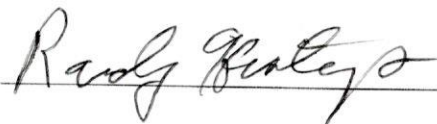
Anna handed the save the date for the Douglas and Moultrie business and community leaders dinner presented by the CVB. She explained that this dinner is to launch the branding campaign the CVB has put together over the past year. The marketing firm, Mckenzie Wagner, will be presenting the new logo as well as an explanation on how it can be utilized in the future. The CVB has invited Michael Angelo Caruso to speak on the topic of branding together. Alta added that this is a continuation of the Green Mill community meeting that took place almost 2 years ago. The CVB hopes for a good turn out so they are able to share what they have been working on since that last meeting. Alta also explained that they needed to guarantee 100 people for the speaker, so she hopes the tourism board is able to attend.

Anna asked for feedback from the board on the Market on Main. As of now, she plans to continue to invite bands to play and have sponsors at the market. Donna suggested that the times are switched to later in the day. She thought this might draw a better crowd, as people like to sleep in on Saturday mornings. She also thought it could benefit the businesses downtown to open later, since many of them do not open till 10am. Drew added he thinks its a good idea to keep making changes to the market and trying new things, even though it has not been well attended in the past. He believes the City Council and the community would like to see it continue, even if that means it's not a true farmers market.

The board also discussed Sparks in the Park events and alternatives to renting a stage. Alta said to rent the stage as well as sound it costs about \$4,000. Alta also said that they would not be able to get the National Guard Army band to play this year. She hopes to obtain more family friendly entertainment because it seemed they received the most positive feedback from those acts. Other similar acts to add this year mentioned included U of I a cappella group, Decatur park singers, and a balloon artist. Ashley suggested playing music over the loud speakers in the park instead of renting a stage and bands. Drew suggested only renting a stage if necessary, but if the acts do not need the sound then maybe pass on renting a stage this year. Anna said that they still plan on having mud volleyball, 3-on-3 basketball tournament, and PTO kid games. Anna said she would continue to look for family friendly activities.

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

Approved:



Randy Hastings, President

## Report Criteria:

Detail report.

Invoices with totals above \$0 included.

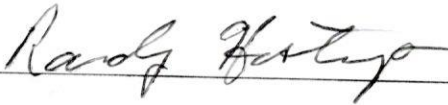
Paid and unpaid invoices included.

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

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
JOHN DAVIS INSURANCE AGE	49	Billboard Rent- Rt 36 and Main	02/01/2015	275.00	275.00	01/27/2015
LAMAR COMPANIES	105706350-01	TOURISM-BILLBOARD	01/19/2015	330.00	330.00	02/10/2015
TUSCOLA JOURNAL	29-020215	TOURISM-CHRISTMAS TOWN SCHEDULE TRI-COU	02/02/2015	423.00	423.00	02/03/2015
CITY OF TUSCOLA**TRANSFER	012215	TOURISM-PARADE CANDY	01/22/2015	17.42	17.42	01/27/2015
GROVES, DENISE	012015	TOURISM-SUPPLIES FOR MISS TUSCOLA	01/20/2015	298.63	298.63	01/21/2015
ROGARDS OFFICE PLUS	1360158-0-012	TOURISM-TONER CARTRIDGES	01/20/2015	262.16	262.16	01/27/2015
CAPITAL ONE BANK, NA	7404-012215	TOURISM-IPAD DATA	01/22/2015	40.00	40.00	02/03/2015
EASTERN ILLINI ELECTRIC	1111100400-0	TOURISM-HIGHWAY SIGN	01/27/2015	87.52	87.52	02/10/2015
HOMEFIELD ENERGY	GMCCTY1001-	TOURISM-1151 N CR 1050 E/HIGHWAY SIGN	01/09/2015	100.98	100.98	01/27/2015
CITY OF TUSCOLA**TRANSFER	012215	TOURISM-DONUTS FOR CVB MEETING	01/22/2015	12.27	12.27	01/27/2015
Grand Totals:				1,846.98	1,846.98	

Dated: 2-17-15

Tourism Board President -



Randy Hastings