

**Tourism Board Meeting
September 15 , 2015**

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

Motion to approve the minutes from the August 18, 2015 Board meeting made by Ashley, seconded by Allen. All in favor, motion passed.

Motion to approve the bills list from 8/14/15- 9/11/15 in the amount of \$16,237.39 made by Phyllis, seconded by Allen. All in favor, motion passed.

Old Business:

Anna recapped the Market on Main 2015 season. She explained there were a few weeks that are missing attendance counts but the overall total was 875 for the season. This is the same number as last year. The average attendance per market is a little less than 100. Anna also explained they had a decent number of new vendors 13 however weekly they would typically have less than 5 vendors show up. Alta said they did have some new produce vendors that were very good this year. The total cost of the market was less than \$5,000. That includes advertising, sponsor donations, and cost of bands. She asked the board to keep this into consideration when planning for next year.

Alta informed the board that only 5 people road the bus to Tanger from the Farm Progress Show. She did mention that they placed an ad in the Prairie Farmer magazine and it was very nice. The cost of the ad was around \$1,000. Alta mentioned for the next FPS in 2017 not paying for the buses, and only doing ads for Tanger in the Prairie Farmer and on their website.

Anna informed the board on the ACOI mailer project. To date, they have sent out 9,281 to leads and have received 5,414 emails. Alta explained that they have started sending out emailing to the leads using constant contact. And so far they have gotten a good response. Anna is compiling a list from the users that opened the email and for future use to send newsletters. Alta also explained that this campaign is coming to an end, but she would like to see the group continue. This campaign has been very success and they have received great feedback. The typically destination receives 7,500 on average and ACOI is well above that.

New Business:

Anna invited the board to O'Reilly's ribbon cutting on October 22nd at 11 am.

Anna informed the board that the Odd Fellows group will be hosting the Pumpkins in the Park at the gazebo. They plan to set up on October 18 – November 1. Anna said she will be helping the group to get extra volunteers to carve by promoting on facebook and twitter.

Anna informed the board that the City Council gave Cindy Little permission to set up a small craft market on festival corner. Unfortunately the other artist in the Artists on the Prairie group have decided not to set up because most of them have there items at The Vault. Cindy will set up selling her painted pumpkins on September 26 from 9am to 3pm with 3 other vendors.

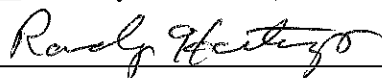
Anna presented a grant amendment to the board for Flesor's Candy Kitchen interstate signage. The cost was \$150.82 over the grant amount was awarded in April. The overages were due to the printing of the signs. They also added to the grant application the annual \$750 for each year. Alta explained to the board that they typically don't like to allocate funds more than a year in advance. Therefore they will need to apply each year for the grant. Phyllis made a motion to approve both the \$150.82 overage as well as the \$750 annual fee for 2016. Donna seconded. All in favor motion passed.

Anna presented the Alumni Association grant request for advertising homecoming events. They plan to advertise their event homecoming weekend along with all the other activities. This grant is only for advertising this year,. Donna made a motion and Allen seconded. All in favor motion passed.

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

Next Meeting Date: Tuesday October 20, 2015 – 8:30 am at City Hall

Approved:



Randy Hastings, President

Report Criteria:

Detail report.

Invoices with totals above \$0 included.

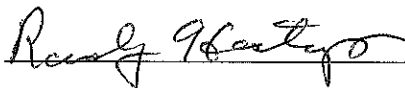
Paid and unpaid invoices included.

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

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
JOHN DAVIS INSURANCE AGE	57	Billboard Rent- Rt 36 and Main	10/01/2015	275.00	275.00	09/29/2015
LAMAR COMPANIES	106403024-09	TOURISM-BILLBOARD	09/28/2015	330.00	330.00	10/14/2015
ILLINI MEDIA COMPANY	17113-101315	TOURISM-HOMECOMING COMMERCIALS ON WPG	10/13/2015	375.00	375.00	10/16/2015
CAPITAL ONE BANK, NA	7404-092215	TOURISM-MEDIA TEMPLE SERVICE	09/22/2015	30.00	30.00	10/02/2015
THIRDSIDE, INC	150252-09111	TOURISM-MONTHLY SITE MAINTENANCE	09/11/2015	120.00	120.00	09/17/2015
THIRDSIDE, INC	150290	TOURISM-MONTHLY SITE MAINTENANCE	10/07/2015	120.00	120.00	10/14/2015
GFI DIGITAL, INC	402394-09101	TOURISM-BROCHURE COPIES	09/10/2015	204.24	204.24	09/15/2015
GFI DIGITAL, INC	417714-10061	TOURISM-COPIES	10/06/2015	29.21	29.21	10/14/2015
CAPITAL ONE BANK, NA	7404-092215	TOURISM-CONSTANT CONTACT ACCOUNT	09/22/2015	26.40	26.40	10/02/2015
HOKE, SANDY	093015	TOURISM-REIMBURSEMENT FOR STATE PAGEAN	09/30/2015	90.00	90.00	10/02/2015
ROGARDS OFFICE PLUS	1379766-0/100	TOURISM-COPY PAPER	10/07/2015	51.46	51.46	10/14/2015
CAPITAL ONE BANK, NA	7404-092215	TOURISM-DATA FOR IPAD	09/22/2015	20.00	20.00	10/02/2015
EASTERN ILLINI ELECTRIC	1111100400-0	TOURISM-HIGHWAY SIGN	09/26/2015	80.05	80.05	10/07/2015
CONSTELLATION ENERGY SER	58193038-090	TOURISM-1151 N CR 1050E-ELECTRIC	09/01/2015	64.41	64.41	09/29/2015
CONSTELLATION ENERGY SER	59025563-100	TOURISM-1151 N CR 1050E-ELECTRIC	10/01/2015	71.02	.00	
FLESOR FAMILY CONFECTION	091615	TOURISM-GRANT AMENDMENT FOR OVERAGES	09/16/2015	150.82	150.82	09/17/2015
SHOEMAKER, ALAN	100815	TOURISM-REIMBURSE FOR HOMECOMING BANNE	10/08/2015	241.50	241.50	10/14/2015
KIWANIS CLUB	091615	TOURISM-ADVERTISING GRANT FOR SHREDDING	09/16/2015	184.98	184.98	09/17/2015
Grand Totals:				2,464.09	2,393.07	

Dated: 11-13-15

Tourism Board President -



Randy Hastings