

**Tourism Board Meeting**  
**August 15 , 2015**

The meeting was called to order approximately 8:30 am. In attendance: Ashley Swinford, Karen Dukeman, Allen Schwass, Drew Hoel, Phyllis Truitt, Randy Hastings, Devon Flesor Story and Anna Marx.

Motion to approve the minutes from the July 21, 2015 Board meeting made by Allen, seconded by Randy. All in favor, motion passed.

Motion to approve the bills list from 7/17/15- 8/14/15 in the amount of \$27,231.02 made by Phyllis, seconded by Allen. All in favor, motion passed.

Old Business:

Anna updated the board on the Market on Main. She explained that the attendance at the market has varied from week to week. She said each week they have anywhere from 7 to 10 vendors signed up for the market, but only half of those show up each week. Anna also mentioned that the ABC shop, the main produce vendor, said that he did not like the later hours, and may not return next season due to the change. Devon also suggested placing a classifieds ad in the Tri County Journal to seek more vendors. Drew thought it would be a good idea to reevaluate the market once the season is complete.

Karen gave an update on the Farm Progress Show. She informed the board that the shuttle has been rented. She also had fans and rack cards printed to pass out. Karen said she went to all the hotels in Decatur and Mt. Zion to distribute the cards. Once it gets closer to the show, she plans to go to all the local hotels in the area.

Anna informed the board on the ACOI mailer project. In 12 weeks they have mailed out 8,066 mailers to leads. The past 3 weeks the leads list has dropped to 100-200 from 800-900. Green Mill Village Theatre has offered to cover the postage for the remaining weeks of the mailer. They also have extra staff that is able to stuff and mail the envelopes. In exchange they will be adding a card with info about their upcoming shows.

New Business:

Anna informed the board that there is a new organization in town that would like to bring the pumpkin house back this year. The group has revived the Odd Fellows organization and would like to host the pumpkin house at the gazebo downtown. The city council has given permission for the pumpkins to be displayed downtown. Phyllis said she thought this was a great use of the space and is happy to have more events there. Anna explained Alta had met with Ainslie, who is spearheading the idea, and as long as they can get enough people to help carve pumpkins, they will organize it this year. Anna also mentioned Alta had been working with the Green Mill Village to potentially have a pumpkin house there as well. This would create a "Pumpkin Trail" for people to visit Arcola Arthur, and Tuscola.

The Artists on the Prairie group has asked to use festival corner to host their fall market. This group typically hosts their market at Patterson Springs but is not able to host it there this year. Anna is waiting for the group to get back with her if September 26 will work for them. Devon mentioned reserving the community building as a rain plan. She also suggested having a drink vendor to help cut down long lines at the Candy Kitchen.

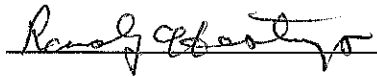
Anna reminded the board that Christmastown is just a few months away. Due to the renovations of the community building, the vendor fair will need to find a new location. Becky's Buddies has reserved Forty Martyrs Catholic Hall, as it will hold the same amount of vendors and has a kitchen. Anna asked the board if they would like to provide the funds for the use of the hall. They are required to give \$70 as a deposit and a donation to the parish. Randy made a motion for a donation of \$150, Karen seconded. All in favor motion passed. Anna asked the board for their opinion on moving the parade and 5K closer to the hall. Overall the board decided to keep the parade and 5K route the same to avoid confusion. The board suggested contacting A & O to see if they would like to host the 5K sign up at their storefront. Anna said she would contact them and see if they would be interested.

Anna reminded the board of the pledge for \$10,000 for the Douglas County Museum personnel. This is the second and final year for the pledge. Anna reminded the board that this donation helps fund the full time director for the museum. Anna said since they have hired Anna Miller as the director, they have hosted more events each month, updated the interior with paint, and expanded their board of directors to other communities. Devon made a motion and Phyllis seconded. All in favor motion passed.

Anna presented the grant application from the Douglas County Museum for printing new updated brochures. The grant is for \$697 for printing their full color two-sided brochure. They plan to have their updated brochures at local tourist locations as well as distributing at up coming festivals. Randy made a motion and was seconded Karen . All in favor motion passed.

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

Next Meeting Date: **Tuesday September 15, 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	56	Billboard Rent- Rt 36 and Main	09/01/2015	275.00	275.00	08/25/2015
LAMAR COMPANIES	106319710-08	TOURISM-BILLBOARD	08/31/2015	330.00	.00	
SLACK PUBLICATIONS, INC	090315	TOURISM-ADVERTISING IN BROOM CORN SPECI	09/03/2015	100.00	.00	
THE NEWS-GAZETTE	44541-073115	TOURISM-GRANT AD/AT HOME MAGAZINE	07/31/2015	400.00	400.00	08/25/2015
TUSCOLA JOURNAL	29-073115	TOURISM-SPARKS IN THE PARK, MARKET ON MAI	07/31/2015	455.00	455.00	08/25/2015
CAPITAL ONE BANK, NA	7404-082215	TOURISM-MEDIA TEMPLE SERVICE	08/22/2015	49.00	49.00	08/31/2015
THIRDSIDE, INC	150215-08071	TOURISM-MONTHLY SITE MAINTENANCE	08/07/2015	120.00	120.00	08/31/2015
GFI DIGITAL, INC	402394-09101	TOURISM-BROCHURE COPIES	09/10/2015	204.24	.00	
LAKE LAND COLLEGE	953820-08281	TOURISM-BROCHURES, ITINERARIES, ENVELOPE	08/26/2015	2,032.80	2,032.80	09/02/2015
CAPITAL ONE BANK, NA	7404-082215	TOURISM-CONSTANT CONTACT ACCOUNT	08/22/2015	26.40	26.40	08/31/2015
TUSCOLA IGA PLUS	45004400015-	TOURISM-REFRESHMENTS FOR ROTARY PLAYGR	07/31/2015	58.83	58.83	08/25/2015
MAXEY, MARK	082515	TOURISM-MARKET ON MAIN PERFORMANCE 8/29/	08/25/2015	150.00	150.00	08/25/2015
BATTLE CREEK BAND	082015	TOURISM-MARKET ON MAIN PERFORMANCE ON 8/	08/20/2015	150.00	150.00	08/20/2015
AMERICAN CANCER SOCIETY	082015	TOURISM-MARKET ON MAIN SPONSER 8/22/15	08/20/2015	200.00	200.00	08/20/2015
CAPITAL ONE BANK, NA	7404-082215	TOURISM-EXTERNAL USB	08/22/2015	57.99	57.99	08/31/2015
CAPITAL ONE BANK, NA	7404-082215	TOURISM-DATA FOR IPAD	08/22/2015	20.00	20.00	08/31/2015
CAPITAL ONE BANK, NA	7404-082215	TOURISM-ACOI MEETING IN SULLIVAN DISCUSSE	08/22/2015	9.00	9.00	08/31/2015
EASTERN ILLINI ELECTRIC	1111100400-0	TOURISM-HIGHWAY SIGN	08/27/2015	77.13	.00	
DOUGLAS COUNTY MUSEUM	072115	TOURISM-2015 PLEDGE TO FUND FULL TIME DIRE	07/21/2015	10,000.00	10,000.00	08/25/2015
FLESOR FAMILY CONFECTION	082815	TOURISM-GRANT FOR INTERSTATE SIGNAGE	08/26/2015	750.00	750.00	08/28/2015
ARTHUR GRAPHIC CLARION	1811-082115	TOURISM-DCM GRANT FOR PRINTING BROCHURE	08/21/2015	697.00	697.00	08/25/2015
DENZER, DARYN S	090915	TOURISM-VINYL GRAPHICS FOR DOUGLAS COUN	09/09/2015	75.00	.00	
Grand Totals:				16,237.39	15,451.02	

Dated: 11-13-15

Tourism Board President -



Randy Hastings