

Tourism Board Meeting

May 20, 2015

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

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

Motion to approve the bills list from 4/17/15-5/15/15 in the amount of \$3,529.54 made by Karen, seconded by Ashley. All in favor, motion passed.

Old Business:

Anna updated the board on the Market on Main. There are a few spots left for entertainment. She sent out market applications to past vendors and has 8 signed up so far. She also mentioned that 4 of those will be there for the entire season. Anna also said she is planning to start advertising in the journal as well as social media in the next week or so.

Anna informed the board on planning for Sparks in the Park. Alpha and Omega has agreed to sponsor the 5k as a marketing event for them. They will secure the volunteers and run the day of registration. In return they will be the event sponsor, be able to pass out info about the business, and have their logo on the t-shirt and rally towels. She also informed the board that she still needs to contact the new cheer coach. They just had try outs this week, so she is waiting till after try outs to contact her. The community band is confirmed for 3:30 in the south pavilion and the hometown band is tentatively planned for 8pm before the fireworks.

Anna passed out the board reappointments that will be presented to the council at the next council meeting. Drew thanked the board members for the continued service and to please let him know if any members would like to step down. He will be presenting the recommendations at the next council meeting on Monday.

Karen gave an update on the Farm Progress Show. She has contacted several bus companies asking for quotes on 20 passenger buses. She is still waiting to hear back from a few companies. She also plans to do advertising on the farm progress website as well as in the Prairie Farmer magazine. Tanger will be featured in an editorial in the magazine. Karen is having RAK cards printed to take to the hotels, and those will have a coupon for a free \$10 gift card.

New Business:

Anna informed the board of a grant request from Flesor's Candy Kitchen for tourism interstate signage program. They have applied for the program, but have not yet received approval. The grant request is for funds up to \$750. Devon mentioned she thought this would benefit the downtown, as it would inform travelers that there is something downtown. Karen made a motion to approve the grant and Donna seconded. All in favor motion passed.

Alta explained to the board that tuscola.org website is complete and Thirdside is now working on point2tuscola.org. They plan to launch the website on June 1st, to make it grant eligible. She added that they would pay the invoice on June 1st. Devon made a motion to approve and Donna seconded. All in favor motion passed.

Alta informed the board that tourism is helping to plan a dedication ceremony for the new playground. They plan to invite a children's musician for a small concert as well as also recognize the volunteers and financial contributors. Anna explained she is having a hard time finding a children's musician to come in June when the playground will be complete. She invited Jim Guill, who has performed at North Ward in the past. He can perform on July 30th for \$2,250. She also contacted Macaroni Soup with Miss Carole and she can come on August 2nd for \$750. Overall the board felt Miss Carole would be a better option due to cost. The board thought the dedication was very needed and it's important recognize the contributors at this event.

Alta explained that they would like to start an annual essay contest. Each year Illinois Municipal League hosts an essay contest and they plan to do the contest in conjunction with that. They would invite TCHS juniors and seniors to write a essay about why they love their hometown. The Mayor will chose one essay to be the winner and that will be submitted to the IML magazine. Then IML will chose 12 to publish in the magazine and one of those will be the winner. Alta explained to the board they would like to offer a cash prize to the winner in addition to what IML is offering. She suggested \$100 to the winner chosen by the Mayor, \$500 if there essay is published in IML magazine, and \$1,000 if they are the overall winner. IML will give \$100 is the overall winner as well. She also suggested the Mayor could give the student a key to the city or make a proclamation. The board over all agreed with these amounts.

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

Next Meeting Date: Tuesday June 16, 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	53	Billboard Rent- Rt 36 and Main	06/01/2015	275.00	275.00	05/27/2015
LAMAR COMPANIES	105996665-05	TOURISM-BILLBOARD	05/11/2015	330.00	330.00	05/27/2015
CAPITAL ONE BANK, NA	7404-052215	TOURISM-MEDIA TEMPLE SERVICE	05/22/2015	49.00	49.00	06/05/2015
THIRDSIDE, INC	150116-06011	TOURISM-WEB DESIGN AND DEVELOPMENT CON	06/01/2015	4,500.00	4,500.00	06/01/2015
AMISH COUNTRY OF CENTRAL	269W-060115	TOURISM-AGREED ADVT CO-OP SPONSORSHIP	06/01/2015	3,000.00	3,000.00	06/05/2015
DOUGLAS COUNTY MUSEUM	060815	TOURISM-MARKET SPONSOR	06/08/2015	200.00	200.00	06/10/2015
MAXEY, MARK	060415	TOURISM-6/06/15 BAND PERFORMANCE AT ABUN	06/04/2015	150.00	150.00	06/05/2015
WHOBREY, RUTHANN RYAN	060915	MARKET ON MAIN PERFORMANCE	06/09/2015	150.00	150.00	06/10/2015
NETCARE INTERNET SERVICE	46442-052215	TOURISM-WIRING FOR NEW COLOR COPIER	05/22/2015	26.25	26.25	06/09/2015
ROGARDS OFFICE PLUS	1370405-0-060	TOURISM-LASER PAPER	06/02/2015	79.92	79.92	06/09/2015
ROGARDS OFFICE PLUS	1370804-0-060	TOURISM-TONER CARTRIDGES	06/05/2015	443.96	.00	
CAPITAL ONE BANK, NA	7404-052215	TOURISM-IPAD DATA	05/22/2015	20.00	20.00	06/05/2015
AMISH COUNTRY OF CENTRAL	268W-060115	TOURISM-2015 DUES	06/01/2015	250.00	250.00	06/05/2015
EASTERN ILLINI ELECTRIC	1111100400-0	TOURISM-HIGHWAY SIGN	05/27/2015	77.13	77.13	06/05/2015
CONSTELLATION ENERGY SER	54572186-060	TOURISM-1151 N CR 1050 E HIGHWAY SIGN	06/04/2015	60.96	.00	
GFI DIGITAL, INC	346537-05291	TOURISM-SHARP COLOR COPIER	05/29/2015	3,899.00	3,899.00	06/09/2015
ROGARDS OFFICE PLUS	1370368-0-060	TOURISM-LEGAL PAPER FOR BROCHURES	06/02/2015	103.92	103.92	06/09/2015
KINNEY ELECTRIC SERVICE	51715-052415	TOURISM-REPAIR NORTH "VISIT TUSCOLA" SIGN	05/24/2015	536.04	536.04	06/09/2015
Grand Totals:				14,151.18	13,646.26	

Dated: 6-16-15

Tourism Board President -



Randy Hastings