

**Tourism Board Meeting
December 15 , 2015**

The meeting was called to order approximately 8:30 am. In attendance: Drew Hoel, Donna Kidwell, Randy Hastings, Ashley Swinford, and Anna Nelson.

Motion to approve the minutes from the October 20, 2015 & November 17, 2015 Board meeting made by Donna, seconded by Randy. All in favor, motion passed.

Motion to approve the bills list from 10/16/15 – 12/11/15 in the amount of \$13,342.94 made by Donna, seconded by Ashley. All in favor, motion passed.

Old Business:

Anna reported to the board the Christmastown event went very well. She explained the parade had a few more entries this year, and participation from new organizations. She said that Alpha and Omega did an excellent job running the 5k. They had plenty of volunteers, which helped registration go very smooth. The total amount of participants was 50, which is typical participation for the Santa Chase. The vendor fair also went really well at Forty Martyrs hall. The space held as many vendors, but it was a tight fit. Fortunately, the location change did not effect the attendance.


New Business:

Anna presented a downtown marketing idea. John McDevitt, from the Vault, proposed an idea he developed with a group of artists. Their idea is to brand the downtown as the Railway Arts District. They are still developing the overall idea but it would define the area from the main and 36 to Sale Street. The group thought the concept would set them apart from other art districts. They would like to develop a logo, do group advertising, as well as corridor signage.

Overall the board was not sold on the Railway idea, they did however like the idea of calling it an arts district. Drew mentioned he thinks the board would be interested in funding the initiatives, not necessarily a logo. Overall the board agreed some collaborative marketing would be great for the downtown. Anna said she would work with John to get a proposal from him

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

Next Meeting Date: Tuesday January 19, 2016 – 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	60	Billboard Rent- Rt 36 and Main	01/01/2016	275.00	275.00	12/29/2015
LAMAR COMPANIES	106635732-12	TOURISM-BILLBOARD	12/21/2015	330.00	330.00	01/12/2016
WMCI/WWGO/WCBH	2570-00002-12	TOURISM-CHRISTMAS TOWN PROMOTION ON WM	12/31/2015	240.50	240.50	01/13/2016
WMCI/WWGO/WCBH	2570-00003-12	TOURISM-CHRISTMAS TOWN PROMOTION ON WC	12/31/2015	187.50	187.50	01/13/2016
THE NEWS-GAZETTE	1233083-1028	TOURISM-AT HOME MAGAZINE	10/28/2015	400.00	400.00	12/11/2015
TUSCOLA JOURNAL	29-113015	TOURISM-CHRISTMAS TOWN ADVERTISING	11/30/2015	518.00	518.00	01/12/2016
TUSCOLA JOURNAL	29-123115	TOURISM-CHRISTMAS TOWN ADVERTISING	12/31/2015	220.00	220.00	01/13/2016
WDWS/WHMS RADIO	2445-00069-12	TOURISM-CHRISTMASTOWN ADVERTISING ON W	12/31/2015	327.00	327.00	01/13/2016
THIRDSIDE, INC	150371-12101	TOURISM-NOVEMBER MONTHLY SITE MAINTENA	12/10/2015	120.00	120.00	12/15/2015
THIRDSIDE, INC	160008-01111	TOURISM-MONTHLY SITE MAINTENANCE	01/11/2016	120.00	.00	
TUSCOLA HOME CENTER	32980-123115	TOURISM-CHRISTMAS TREES FOR DOWNTOWN P	12/31/2015	79.98	79.98	01/08/2016
GFI DIGITAL, INC	471278-01081	TOURISM-COPIES	01/08/2016	62.96	62.96	01/08/2016
CAPITAL ONE BANK, NA	7404-122215	TOURISM-CONSTANT CONTACT ACCOUNT	12/22/2015	37.19	37.19	01/07/2016
DOUGLAS COUNTY ANIMAL CO	011316	TOURISM-DONATION PER REQUEST OF SANTA C	01/13/2016	50.00	50.00	01/15/2016
TUSCOLA COMMUNITY UNIT	121615	TOURISM-NW STAGE FOR MISS TUSCOLA PRACTI	12/16/2015	200.00	200.00	12/16/2015
TUSCOLA IGA PLUS	45004400015-	TOURISM-5K ICE AND WATER, PARADE CANDY	12/31/2015	30.20	30.20	01/12/2016
GROVES, DENISE	011316	TOURISM-REIMBURSEMENT FOR PAGEANT EXPE	01/13/2016	464.69	464.69	01/15/2016
CAPITAL ONE BANK, NA	7404-122215	TOURISM-DATA FOR IPAD	12/22/2015	20.00	20.00	01/07/2016
CIVIC SYSTEMS, LLC	CVC13919-010	SOFTWARE SUPPORT-TOURISM	01/08/2016	124.45	.00	
DOUGLAS COUNTY MUSEUM	121715	TOURISM-ANNUAL MEMBERSHIP	12/17/2015	75.00	75.00	12/29/2015
ASCAP	500752533-12	LICENSING FOR PUBLIC MUSIC	12/31/2015	336.00	336.00	01/12/2016
EASTERN ILLINI ELECTRIC	1111100400-1	TOURISM-HIGHWAY SIGN	12/26/2015	81.60	81.60	01/07/2016
CONSTELLATION ENERGY SER	60890334-010	TOURISM-1151 N CR 1050E-ELECTRIC	01/04/2016	32.84	32.84	01/12/2016
CONSTELLATION ENERGY SER	60890334-010	TOURISM-1151 N CR 1050E-ELECTRIC	01/04/2016	39.19	39.19	01/12/2016
WINTERBERRY	122215	TOURISM GRANT FOR RURAL LIFE ANTIQUE SHO	12/22/2015	1,500.00	1,500.00	12/29/2015
Grand Totals:				5,872.10	5,627.65	

Dated: 1-19-16

Tourism Board President -



Randy Hastings