

Tourism Board Meeting

July 15, 2014

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

Motion to approve the minutes from the June 17, 2014 Board meeting made by Donna, seconded by Karen. All in favor, motion passed.

Motion to approve the bills list from 06/13/14 – 07/11/14, in the amount of \$14,661.66 made by Randy, seconded by Donna. All in favor, motion passed.

Old Business:

Anna and Alta gave the board a recap of the Sparks in the Park. Anna explained over all the day went very well, however the day did have a few issues. The biggest issue of the day was the parade starting backwards on the route. Alta explained this did create a lot of congestion inside the park for the lineup. The Army band, strongman, and magician were all very well received. Drew mentioned that overtime hours for additional City staff would be important for next year's festival. Anna reported that the fireworks donations totaled over \$4,000.00. A large contribution was made from Lyondell of \$1,000. Alta mentioned she had received many compliments on the fireworks. Discussion was also held on when to have next year's festival, on the 4th weekend or the weekend after. Alta explained there were pros and cons with each option and the main conflict with having it on the 4th competing with Champaign's fireworks. Several board members thought having the fireworks Friday before or the Sunday after. Some members thought it might be too late to do it the week after.

Anna gave an update for the Market on Main. Attendance is equivalent to last year's market. Only one resale vendor has signed up so far. Alta mentioned that at the end of the season we might need to reevaluate.

Alta informed the board that they all had been reappointed to the Tourism board. Randy was also reappointed as President.

New Business:

Anna informed the board on status of the chocolate bar promotion. Tanger recently asked for 50 more to be made. Although the promotion is successful at Tanger, the downtown stores are not seeing many, if any coupons returned. Vintage Karma and the Vault have not received any back. Donna said that Winterberry has received 2 over several months. Devon thought the Candy Kitchen had seen a few back. The board decided it might be best to phase out the candy bar promotion, as they don't have a long shelf life and they have a tendency to get eaten by staff members. Anna will continue to research other promotions to help with ad tracking and promote downtown businesses. Alta also asked if any coupons are returned to please return them to City Hall so that they can be tracked.

The 2013-2014 CVB grant has been complete. The group is now waiting for the reimbursement. Alta explained that typically takes place in late September.

2014-2015 CVB grant has been submitted and is awaiting approval. Alta explained we increased our ads this year to \$19,000, which includes a \$3,000 contribution for regional brand campaign. The marketing campaign for 2013-2014 is complete. Thus far the CVB has a logo, tagline, website and marketing plan for the next three years. In the upcoming grant photography, itineraries, social media, SEO, and ad placement in Illinois and Midwest travel guides. Devon mentioned she really like the idea of itineraries to help promote bus drop offs to downtown. She recommended Hardy's Reindeer Ranch to work with as they already have a Amish country tour.

Donna made a motion to adjourn, seconded by Randy. All in favor, meeting adjourned.

Next Meeting Date: Tuesday, August 19, 2014 – 8:30 am at City Hall

Approved: Randy Hastings Randy Hastings, President

Report Criteria:

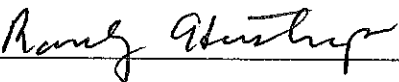
Invoice.GL Acct = 061005000-061005999

Vendor Name	Description	Invoice No	Inv Date	Amount	
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - ADVERTISING					
LAMAR TEXAS LTD PARTNERSH	TOURISM-BILLBOARD	3170-070714	07/07/2014	324.00	PD
LAMAR TEXAS LTD PARTNERSH	TOURISM-BILLBOARD	4109-080414	08/04/2014	324.00	
TUSCOLA JOURNAL	TOURISM-SPARKS IN THE PARK, MARKET ON MAIN ADVERTISING	29-063014	06/30/2014	746.00	PD
TUSCOLA JOURNAL	TOURISM-SPARKS IN THE PARK ADVERTISING	29-073114	07/31/2014	631.34	PD
WDWS/WHMS RADIO	TOURISM-CAR SHOW ADVERTISING ON WKIO	0044-063014	06/30/2014	330.00	PD
WDWS/WHMS RADIO	TOURISM-HIGH HEEL DASH ADVERTISING ON WHMS	0045-063014	06/30/2014	312.00	PD
WDWS/WHMS RADIO	TOURISM-ADVERTISING FOR SPARKS IN THE PARK 2014	0046-072714	07/27/2014	330.00	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - MARKETING					
FLESOR FAMILY CONFECTIONAL	TOURISM-CANDY BARS FOR MARKETING PURPOSES	071014	07/10/2014	100.00	PD
COMMUTER ADVERTISING INC	TOURISM-CUMTD ADVERTISING FOR TANGER IN TUSCOLA	0496-050814	05/08/2014	10,750.00	PD
DEAN'S GRAPHICS	TOURISM-MTD BUS SIGNS FOR BACK TO SCHOOL CAMPAIGN	4297-080814	08/08/2014	900.00	
LAKE LAND COLLEGE	TOURISM-CITY MAP BROCHURES	2186-071714	07/17/2014	87.50	PD
THE WINNING STITCH	CITY LOGO PRODUCTS	29741	07/28/2014	174.00	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - COMMUNITY EVENTS					
DOUGLAS COUNTY MUSEUM	TOURISM-MARKET ON MAIN SPONSOR-7/26/2014	072414	07/24/2014	200.00	PD
DOUGLAS COUNTY MUSEUM	TOURISM-MARKET ON MAIN SPONSOR-8/02/14	080414	08/04/2014	200.00	PD
KEMPER INDUSTRIAL EQUIPME	TOURISM-POTTYHOUSE RENTALS FOR SPARKS IN THE PARK CELEBRATION	7675-071514	07/15/2014	330.00	PD
JAMAICA PYROTECHNICS, INC	TOURISM-FINAL PAYMENT TUSCOLA 2014 FIREWORKS	071714	07/17/2014	15,000.00	PD
MAXEY, MARK	TOURISM-MARKET ON MAIN PERFORMANCE 8/16/2014	081114	08/11/2014	150.00	PD
WHEELER, JOHN WESLEY	TOURISM-MARKET ON MAIN PERFORMANCE 7/19/14	071714	07/17/2014	150.00	PD
HOLTHAUS, PHILLIP	TOURISM-CONCORDIA MARKET ON MAIN PERFORMANCE ON 8/09/14	080414	08/04/2014	150.00	PD
GROVES, DENISE	TOURISM-REIMBURSEMENT FOR PAGEANT DECORATION, GIFTBAGS FOR MARC	071414	07/14/2014	100.74	PD
SMITH, NANCY	TOURISM-SPARKS LUNCH FOR NAT'L GUARD BAND	330-071414	07/14/2014	387.00	PD
WOMEN OF THE MOOSE	TOURISM-MARKET ON MAIN SPONSOR	081214	08/12/2014	300.00	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - COMMUNICATIONS/TELEPHONE					
CARDMEMBER SERVICE	TOURISM-DATA PACKAGE FOR IPAD	072114	07/21/2014	20.00	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - UTILITIES					
EASTERN ILLINI ELECTRIC	TOURISM-HIGHWAY SIGN	10400-072614	07/26/2014	138.97	PD
ILLINOIS POWER MARKETING C	TOURISM-1151 N CR 1050 E/HIGHWAY SIGN	1001-070714	07/07/2014	87.06	PD
ILLINOIS POWER MARKETING C	TOURISM-1151 N CR 1050 E/HIGHWAY SIGN	1001-080614	08/06/2014	93.78	
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - SMALL EQUIPMENT					
ROGARDS OFFICE PLUS	TOURISM-CALCULATOR	375-0-080614	08/06/2014	37.07	PD
TOURISM FUND - GENERAL ADM. - GENERAL ADMINISTRATION - GRANTS/ SUBSIDIES					
WHEELS CAR CLUB	TOURISM GRANT-BAND AND ADVERTISING FOR SPRING FLING CAR SHOW	071414	07/14/2014	625.00	PD
Total GENERAL ADM.				32,877.45	
Total TOURISM FUND				32,877.45	
Grand Total:				32,877.45	

Vendor Name	Description	Invoice No	Inv Date	Amount
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Dated: _____

Tourism Board President -



Randy Hastings

Report Criteria:

Invoice.GL Acct = 061005000-061005999