

**Tourism Board Meeting
April 16, 2013**

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

Motion to approve the minutes from the March 19, 2013 Board meeting made by Randy, seconded by Ashley. All in favor, motion passed.

Motion to approve the bills list from 03/15/13 – 04/12/13, in the amount of \$2,842.76 made by Randy, seconded by Donna. All in favor, motion passed. Discussion was held on the invoice paid to Surface 51 for ad resizing. Randy indicated that the Tuscola Journal staff could do ad resizing much cheaper. It was decided that Alta will do simple text changes to ads and she will contact Michelle at the Journal to help with some of the more involved changes to ads. We will use Surface 51 for more complex things like whole new ads.

Old Business- Discussion was held on the FY 2014 budget. The board approved the budget at their March meeting, but some items were added since then. Specifically a possible \$5,000 grant for a potential local film production and the possible addition of a summer intern.

Alta updated the board that plans for the 2013 Abundant Market and Sparks in the Park are continuing. We have been told that The Henningsens are scheduled to play, but we still don't have a contract. When we have a signed contract, we will go ahead with advertising plans, but not before. City Staff and Chamber directors are working together on Sparks in the Park and things are working out well!

The route 36 billboard has been redesigned and will be put up in the coming days. The Abundant Market billboard will be up at 36 and Main on the John Davis billboard soon also.

Devon has been working with Ainslee with Vintage Karma on an ad flyer using the Tuscola chocolates as a give-away with a purchase at downtown businesses. Once they have a flyer put together, they will invite other downtown businesses to participate and send the flyer to Tourism to be printed.

Discussion was held on the status of the Route 36 to Downtown corridor directional signage. Jim Higgins has agreed, in principal, to letting us use the top of the Chinatown two level sign to put a directional downtown sign, in exchange for Tourism paying to fix the sign. Alta will get estimates from sign companies and bring them back to the board. Discussion was held on the possible mural on Richard Kidwell's building and the consensus was that the signs should just be directional text and very simple, following the theme of the billboard.

New Business-

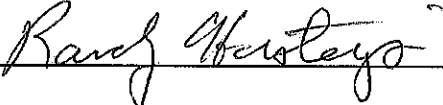
Karen is working on getting shuttle busses going for the Farm Progress show in Decatur in August. This has been a big event for the mall and the hotels in the past. Devon is going to work with Karen on this and they will let us know what kind of ads they need from Tourism. Alta will hold off on the ad in the official program until Karen lets us know if she thinks we could use the money more effectively for different advertising. Alta will contact the Douglas County Museum to see if they want to co-op on the Farm Progress bus tours with a farming exhibit.

Alta discussed the next fiscal year's advertising and discussed wanting to have more focused events/marketing plans. Discussion was held on what type of advertising to use in the down month of January. Alta will put together an annual plan and send to the board for input.

Alta was approached by the organizers of the Douglas County Relay for Life event about Tuscola Tourism getting listed as a sponsor with a \$100-\$500 donation. The board didn't feel like that is in line with the mission of how to use the tourism funds and directed Alta to decline the sponsorship.

Next Meeting Date: Tuesday, May 21, 2013 – 8:30 am at City Hall

Approved:

 Randy Hastings, President