

**Tourism Board Meeting
May 21, 2013**

The meeting was called the meeting to order approximately 8:30 am. In attendance: Drew Hoel, Morrie Mendenhall, Ashley Swinford, Donna Kidwell, Phyllis Truitt and Alta Long.

Motion to approve the minutes from the April 16, 2013 Board meeting made by Donna, seconded by Morrie. All in favor, motion passed.

Motion to approve the bills list from 04/12/13 – 05/17/13, in the amount of \$2,953.15 made by Phyllis, seconded by Donna. All in favor, motion passed.

Old Business- Discussion was held on the Farm Progress Show Bus tours to Tuscola. Morrie and Karen with Tanger have gotten a price of \$4,950 for two, 55 passenger busses and have worked out a tentative schedule. There will be an additional driver gratuity and advertising needed on top of the bus cost. Tanger and some of the individual businesses will also run ads. Tanger is working with the show managers to make the bus tour loading area a prominent place at the show. Discussion was held and a motion was made by Phyllis, seconded by Drew to commit up to \$7,000 in bus costs and advertising to the Farm Progress Show effort. All in favor, motion passed.

Alta updated the board that plans for the 2013 Abundant Market and Sparks in the Park are continuing. We have signed the Henningsen's contract, but they have an "out" clause that they could cancel the show 30 days out, so we will not advertise until June 6. City Staff and Chamber directors are continuing to work together on Sparks in the Park.

Alta showed the flyer that Devon and Ainslee with Vintage Karma put together and distributed to Mall stores. The flyer can be presented at downtown businesses to get a Tuscola chocolate bar with a \$5 purchase. We will track how well the flyers work based on how many are turned in for a chocolate bar.

Drew gave an update on the Route 36 corridor improvements that the City is working diligently to complete this summer. The improvements will include sidewalks and some plantings from Progress to Main, along Route 36.

Alta presented the FY 14 advertising schedule for radio and asked the members to provide feedback if they have any ideas.

New Business-

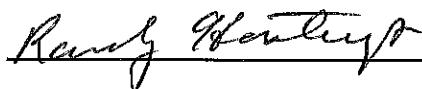
The Douglas County Museum turned a request for tourism grant funds for the board's consideration. The grant request was \$3,000 for the music festival they plan to have again this year on homecoming weekend. Last year a \$2,500 grant was given for the event and the museum expects an increase from the stage company this year so they asked for more. A motion was made by Drew and seconded by Donna that tourism grant \$2,500 to the museum for this effort.

Digital Synergy proposed an annual \$650 fee for renewing the Tuscola ad on their TV/ monitor screens that they have placed in 5 businesses in the area. The board discussed continuing this advertising from last year and decided not to renew that advertising.

Motion to adjourn was made by Morrie and seconded by Donna. All in favor, motion passed.

Next Meeting Date: Tuesday, June 18, 2013 – 8:30 am at City Hall

Approved:



Randy Hastings, President