

**Tourism Board Meeting
July 16, 2013**

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

Motion to approve the minutes from the June 18, 2013 Board meeting made by Phyllis, seconded by Karen. All in favor, motion passed.

Motion to approve the bills list from 06/14/13 – 07/12/13, in the amount of \$18,615.63 made by Phyllis, seconded by Donna. All in favor, motion passed.

Old Business:

Karen updated the board on the Farm Progress Show. Karen said that advertising for Tanger would go up on the Farm Progress Show website today. She also showed the board the rack card that was created for hotels to give to guests. Tommy Hilfiger graciously offered to sponsor Tanger's tent at the Farm Progress Show. They will supply all volunteers with a polo shirt. Karen would like 2 volunteers at the tent as well as 1 on each bus.

Karen also updated the board on the video progress for the buses. She had met with Nick and decided that there was not enough content to fill a longer video. The shooting of the video will take place July 24 and 25.

Drew gave a review of the Sparks in the Park event. He thought the community involvement improved overall attendance. All members agreed the donation to local organizations to run events was both beneficial to the organization and the event. Devon said Flesor's was packed, but not more than a normal weekend. Karen said Tanger had a busy weekend. And Ashley did not see an increase in guests for the weekend. Ashley suggested moving the flag and fire truck so that the road to the entrance is not blocked. Phyllis suggested placing signs warning drivers that a portion of road is closed. Ashley also suggested adding carnival rides to the event. All board members enjoyed the parade and thought the tractors were a nice addition.

Drew updated the board on the corridor signage. The City is currently waiting for a quote. Drew also updated the board on a project to add sidewalks along Rt. 36 to direct people downtown.

New Business:

Drew updated the board on the State Advertising grant to Amish Country CVB. The City is still waiting on approval.

Phyllis made a motion to adjourn, seconded by Devon. All in favor, meeting adjourned.

Next Meeting Date: **Tuesday, August 20, 2013 – 8:30 am at City Hall**

Approved: _____ **Randy Hastings, President**