

**Tourism Board Meeting
September 17, 2013**

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

Motion to approve the minutes from the August 20, 2013 Board meeting made by Ashley, seconded by Donna. All in favor, motion passed.

Motion to approve the bills list from 08/16/13 – 09/13/13, in the amount of \$12,802.82 made by Phyllis, seconded by Karen. All in favor, motion passed.

Old Business:

Karen discussed the results of the Farm Progress Show shuttle buses. Karen explained that the outcome was less than expected as there were only 12 riders total. The board held discussion on how to improve the event for the next show (which is in 2015). Smaller buses as well as fewer trips would reduce costs. The board also discussed different ways to market the event. They could encourage visitors to stay in Tuscola hotels and then be bused to the FPS. This would eliminate parking hassle and get FPS visitors to Tuscola. The board was generally supportive of trying the program again, but will discuss and evaluate closer to the next show.

Alta updated the board on the corridor signage. The City is currently waiting for final approval from Jim Higgins for the Chinatown sign and will discuss with Richard Kidwell on his Main Street building soon. Anna is working on final sign designs.

New Business:

Alta updated the board on the FY 2014 State Advertising grant to Amish Country CVB. The CVB is still waiting on approval.

Alta updated the board on the FY 2013 State Advertising grant to Amish Country CVB. The City has received our portion of the grant. Alta also informed the board that they should consider increasing the budget for next year to take full advantage of the grant.

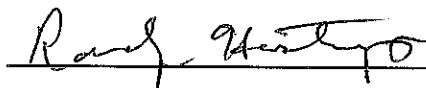
Tuscola Chamber of Commerce requested a grant for \$2,500 for advertising 2013 Christmastown. Motion to approve was made by Devon and seconded by Donna. All in favor, motion passed.

Devon discussed the future of the Tuscola Chamber of Commerce with the board. She noted that they have seen a lack of attendance at meetings and generally having internal discussions about their mission and service to businesses. Overall she would like to see the Chamber and the Tourism Board combine in some manor. Overall the board would be interested in exploring different ideas.

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

Next Meeting Date: **Tuesday, October 15, 2013 – 8:30 am at City Hall**

Approved:



Randy Hastings, President