

**Tourism Board Meeting
October 15, 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, Alta Long and Anna Marx.

Motion to approve the minutes from the September 17, 2013 Board meeting made by Donna, seconded by Ashley. All in favor, motion passed.

Motion to approve the bills list from 9/13/13-10/11/13, in the amount of \$22,209.49 made by Randy, seconded by Donna. All in favor, motion passed.

Old Business:

Alta updated the board on the corridor signage project. The downtown sign on Higgin's Chinatown property is complete and the artwork is completed for the sign at Kidwell's South Main property.

New Business:

Alta updated the board on the FY 2014 State Advertising grant to Amish Country CVB. The CVB has been awarded the grant.

Amish Country CVB has selected to work with Mackenzie-Wagner for their branding campaign. Alta briefed the board on an overview of the different marketing firm candidates, however the CVB board all agreed Mackenzie-Wagner was the ideal firm. The goal of this campaign is to develop an overall brand identity for the Amish Country area. As a result the 4 communities will be able to effectively market to a wider audience. Tuscola Tourism contributed \$1,500 total in the entire \$20,000 budget. The goal of this budget is to obtain a brand identity, an updated website, and development of ads for publications.

Drew explained to the board that Tanger is interested in getting CIPT bus to transport students from the U of I to the mall. The price for the bus would be \$800 per weekend (Friday, Saturday, Sunday). The cost for the students would be \$2 per direction and the pick up/drop off would be at Savoy Walmart. This would require students to take the MTD bus from campus to Savoy, then take the CIPT bus to Tanger. The board decided they would need more information before making a decision.

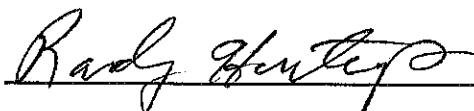
The Vault Arts Collective had their first event and will continue to have events the first Saturday of every month. The event drew a crowd of 250-300 people. John McDevitt asked if Tuscola Tourism would be interested in paying for the musical entertainment at his events. He would contract local bands for \$150-\$500. Alta proposed to the board that they reallocate their resources from having entertainment at the Abundant Market to offering support to The Vault events entertainment. We may also promote via radio commercials and live radio coverage for his future events. Alta also talke to him about promoting his events in conjunction with other Tuscola events such as Christmastown, Sparks in the Park, Spring Car Show and Spring Rural Life Show.

Alta informed the board that the Chamber of Commerce would like to combined operations with the Tourism Board and TEDI. Alta presented the board with a draft of responsibilities each board would absorb for discussion purposes. TEDI would take the business involvement activities where the Tourism Board would take the festivals and the administrative component.

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

Next Meeting Date: Tuesday, November 19, 2013 – 8:30 am at City Hall

Approved:



Randy Hastings, President