

Tourism Board Meeting January 15, 2013

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

Motion to approve the minutes from the December 18, 2012 Board meeting made by Phyllis, seconded by Randy. All in favor, motion passed.

Motion to approve the bills list from 12/14/12 – 01/11/12, in the amount of \$6,905.54 made by Randy, seconded by Devon. All in favor, motion passed.

Old Business- Discussion was held on the issue of purchasing chocolate molds from Flesor's with the Tuscola logo. The consensus was to go ahead and purchase the molds of the business card size.

The board discussed the grant request from the Chamber of Commerce for advertising assistance for the Christmastown festival in the amount of \$4,826.25. This will put us approximately \$2,000 over budget in the grant line item, but we are under budget from not printing new brochures, so we will use some of that money to cover the grant. Motion to approve the grant to the Chamber made by Randy, seconded by Phyllis. All in favor, motion passed.

The board briefly went over the year-to-date budget, which shows expenses right on track with budget and revenues slightly over budget.

New Business- The board discussed the planning of the 2013 Abundant Market. Some of the ideas we are going to pursue include spending less on bands/entertainment and instead using that money to pay donations to local groups who want to sponsor the market. City Hall personnel will work on contacting groups and putting info on Facebook to try to get sponsoring groups and set up the administration of the markets.

Alta informed the board that the billboard contract has renewed for the billboard on RT. 36 near the interstate exit. We need to print new vinyl for the billboard and got a price for the design from Surface 51 of \$1,176. The board thought that was too expensive, so they asked the staff to come up with a simple design that will present a more direct message.

Discussion was held on the relationship of the Chamber and Tourism. Drew and Alta have met with Chamber President Jerry Hall to discuss some cooperative things we could work on such as front line customer service training. Tanger is also trying some customer service training so we may be able to join with them to help put on more training. The Chamber is also working on more "Lunch and Learn" sessions in the near future. The discussion also centered around the idea of asking Chamber how we can get more business to business information out so that the Hotels know restaurant hours, etc.

Alta presented the Tourism goals for 2013, including continuing the social media and website projects; co-op advertising with local businesses who are getting advertising done outside the community; and bringing interstate visitors into downtown. Along the lines of bringing visitors to the down town area, the board looked at the Rt. 36 to Main to Sale street corridor in pictures to see what visitors see when they drive the area. Drew and Alta informed the board that the TIF committee is also looking at larger Rt. 36 corridor planning. Discussion was held on ways complement that larger planning by better informing visitors with signage. Staff will reach out to some property owners to see if it would be possible to put downtown signs on their properties along the corridor. Staff will also research some mural locations, artists and possible historic designs.

Staff will work on getting a contact list of local sports teams so that businesses can be more informed about large events coming to the area so that they may adjust their hours accordingly.

Devon wants to have a discussion about community festivals on the agenda for the next meeting.

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

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

Approved:

_____ **Randy Hastings, President**