

**Tourism Board Meeting
February 19, 2013**

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

Motion to approve the minutes from the January 15, 2013 Board meeting made by Phyllis, seconded by Donna. All in favor, motion passed.

Motion to approve the bills list from 01/11/13 – 02/15/13, in the amount of \$6,333.86 made by Devon, seconded by Donna. All in favor, motion passed.

Old Business- Discussion was held on the FY 2014 budget. Alta will have a draft at the next meeting.

Discussion was held on the Abundant Market for 2013. Feedback was solicited on Facebook and the general consensus was that the music is good, but maybe a bit loud and large for that venue. Alta will try to book smaller or more acoustic music and purchase a PA system to run music on for a few of the weeks. We are working on inviting more "gardeners" with the goal to make it more about fresh, local produce.

The Sparks in the Park event is getting organized. We are working with the Chamber and trying to get many other groups and local organizations involved. The event will be one day this year on July 6th. We have tentatively planned the next three years Sparks in the Park events on the 4th and going ahead with scheduling fireworks for those.

Alta has worked on the Route 36 billboard redesign, but doesn't have it final yet.

Discussion was held on the Route 36 corridor including our trying to secure additional billboard, wall murals and other signage. Vintage Karma is interested in partnering with us to do some mural painting.

Alta informed the board that the Tuscola chocolate molds have been ordered.

Discussion was held on advertising opportunities and possible bus shuttles for the 2013 Decatur Farm Progress Show held in August. This is a great event for Tanger and the hotels and we want to try to target some advertising money there.

New Business- The board was given the 2012 calendar year hotel/motel tax revenues.

The board approved the annual report to council and discussed some members attending the City Council meeting on 2/25/13 where the report will be distributed to council.

Karen is trying to get a front line employee customer service seminar going at Tanger for sometime in March. We will try to help in any way we can with these seminars and Tanger is inviting other business employees in the seminars.

We discussed a potential partnership with the Douglas County Museum. We don't have full details of what they need yet, but they want to hire staffing and have the museum open on weekends. Tourism may be able to help them with some funding in exchange for having a sort of visitor center at the museum.

The 2013 Commuter Advertising agreement was discussed and approved. Motion to approve by Ashley and seconded by Phyllis. All in favor, motion passed. This is the MTD bus side boards and audio

commercials for Tanger and has been very successful in the past. We will do Back-to-school and Holiday shopping, as we did last year.

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

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

Approved:

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Randy Hastings, President