

Tourism Board Meeting September 19, 2017

The meeting was called to order approximately 8:30 am. In attendance: Drew Hoel, Donna Kidwell, Randy Hastings, Devin Story, Ashley Swinford, Alta Long, and Anna Nelson.

Motion to approve the minutes from the August 15, 2017 board meeting made by Donna, seconded by Ashley. All in favor, motion passed.

Motion to approve the bills list from 8/11/17-9/15/17 in the amount of \$5,828.46 made by Randy, seconded by Donna. All in favor, motion passed.

Old Business:

Anna updated the board on the new website. They had originally planned to have a website to present to the board at this meeting. Anna and Alta will be meeting the Cybernautics this Thursday to see the final website. They will be able to make changes as well as update images. Alta said the images taken by Rachel Ray were very good and they hope to use the photos in many applications.

Anna updated the board on Cindy Little's artisan market on September 30. They have 11 vendors signed up and hope to add a couple more. Cindy will be selling her painted pumpkin along with other local artisans.

New Business:

Anna presented a marketing plan for the year with overall goals she hopes to implement. This marketing plan included expanding local advertising, aiding local businesses marketing efforts, growing community events, and working to unify chamber and tourism efforts.

Christmastown is planned for the first weekend in December. All the usual events will continue like the vendor fair, breakfast with Santa, parade and 5K. Anna said she hopes to keep expanding the event Friday night with the carriage rides. She reserved 2 carriages this year as there was a large turn out last year.

Anna is working on a fall display for downtown with pumpkins and a vintage truck or wagon. She's working with Toby Ring, who is growing pumpkins this year. She also hopes to also decorate the planters.

Discussion was held on Anna Nelson's request to continue her reduced hours schedule of 30 hours per week.

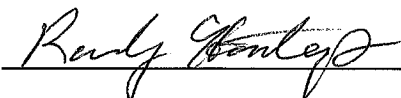
With the implementation of a new marketing plan, as presented by Anna, the board feels the tourism efforts can continue to grow while she maintains the reduced schedule. Motion to pass on the recommendation to the city council that Anna continue the reduced 30 hours per week schedule was made by Donna and seconded by Devon, all were in favor of the motion and the motion passed.

Devon noted that CI Living would be at Flesor's to film a segment for the show on Thursday

A motion to adjourn was made by Devon and seconded by Ashley. All in favor motion passed.

Next Meeting Date: Tuesday, October 17, 2017 – 8:30 am at City Hall

Approved:



Randy Hastings, President

Report Criteria:

Detail report.
 Invoices with totals above \$0 included.
 Paid and unpaid invoices included.
 Invoice Detail.GL Account = "061005000"."061005999"

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
LAMAR COMPANIES	108487092-09	TOURISM-BILLBOARD	09/25/2017	350.00	350.00	10/11/2017
TUSCOLA JOURNAL	000029-09301	TOURISM-ARTISAN MARKET	09/30/2017	55.00	.00	
WIXY, WLRW, WCFF, WYXY	MC-117076888	TOURISM-ADVERTISING SPARKS IN THE PARK	07/09/2017	900.00	900.00	09/18/2017
EFFINGHAM DAILY NEWS	200792-083117	TOURISM-ADVERTISING A DAY AWAY	08/31/2017	530.00	530.00	09/29/2017
ARCOLA RECORD-HERALD	090317	TOURISM-ADVERTISING/BROOM CORN	09/03/2017	158.00	158.00	09/29/2017
CAPITAL ONE BANK, NA	7404-092217	TOURISM-MEDIA TEMPLE	09/22/2017	30.00	30.00	09/29/2017
THIRDSIDE, INC	170410-09081	TOURISM-MONTHLY SITE MAINTENANCE FOR TU	09/08/2017	120.00	120.00	09/26/2017
THIRDSIDE, INC	170470	TOURISM-MONTHLY SITE MAINTENANCE	10/09/2017	120.00	120.00	10/11/2017
RAY, RACHEL L	100-092917	TOURISM-PHOTOS OF TUSCOLA BUSINESSES WI	09/29/2017	567.00	567.00	09/29/2017
TUSCOLA HOME CENTER	32112-093017	TOURISM-SUPPLIES FOR PUMPKIN DISPLAY	09/30/2017	115.34	115.34	10/05/2017
CAPITAL ONE BANK, NA	7404-092217	TOURISM-CONSTANT CONTACT	09/22/2017	21.25	21.25	09/29/2017
ADCO TUSCOLA LLC	100317	TOURISM-GRANT TO OUTLETS OF TUSCOLA FOR	10/03/2017	13,000.00	13,000.00	10/11/2017
RING, KRISTY	101117	TOURISM-PUMPKINS FOR DOWNTOWN	10/11/2017	627.50	627.50	10/11/2017
WALLENDER-DEDMAN PRINTIN	81106-100617	TOURISM-BUSINESS CARDS	10/06/2017	33.90	.00	
CAPITAL ONE BANK, NA	7404-092217	TOURISM-IPAD DATA	09/22/2017	20.00	20.00	09/29/2017
EASTERN ILLINI ELECTRIC	1111100400-09	TOURISM-HIGHWAY SIGN	09/28/2017	60.60	60.60	10/11/2017
CONSTELLATION NEWENGERG	9498023401-0	TOURISM-1151 N CR 1050 E	09/15/2017	43.38	43.38	09/26/2017
Grand Totals:				16,751.97	16,663.07	

Dated: 10-17-17

Tourism Board President -



Randy Hastings