

**Tourism Board Meeting
October 19, 2017**

The meeting was called to order approximately 8:30 am. In attendance: Drew Hoel, Devon Story, Randy Hastings, Devin Story, Allen Schwass, Alta Long, and Anna Nelson.

Motion to approve the minutes from the September 19, 2017 board meeting made by Randy, seconded by Morrie. All in favor, motion passed.

Motion to approve the bills list from 9/15/17-10/13/17 in the amount of \$16,751.97 made by Morrie, seconded by Randy. All in favor, motion passed.

Old Business:

Alta demoed the new website for the board. They hope to launch it toward the end of October.

Anna informed the board of the successful Artisan Market organized by Cindy Little. It was a well-attended market and was very busy downtown with it being the same weekend as Kelsey's Furniture sale. Devon said the Candy Kitchen was swamped that day and they had a lot of people in the store.

Anna reminded the board that Christmastown is coming up. She said Becky's Buddies will be hosting the vendor fair again. Amber Seip will organize the 5K again, and the museum will have breakfast with Santa. The library is also planning to host the carriage rides again.

The downtown pumpkin display was completed earlier this week. Anna explained the pumpkins were purchased from Toby Ring and the sign was created by Bill Hill. The Arts Alliance also helped paint and decorate the corner. The library had a craft day and created scarecrows to be displayed in the planters.

New Business:

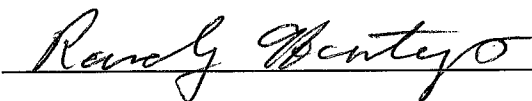
Anna presented the new logo door decal project. She explained that the old logo had been added to various doors around town. Tourism paid for the logo as well as the decal for the hours of the store for any business that wished to participate. The logo replacement would be full color and would cost \$20. If a new business wished to participate, it would cost from \$50-\$75. Devon made a motion to approve at \$500 for the project, and Allen seconded. All in favor motion passed.

Anna presented the WCIA advertising package to the board. At the last meeting, they discussed increasing advertising over the next year. Anna worked with WCIA to develop 3 different budgets. These ads will run for 3 months. Anna explained she is very interested in the geo fencing, which targets users in a specific location. The campaign will also include TV commercials as well as website ads. Morrie made a motion to approve the \$2,500 budget and Drew seconded. All in favor motion passed.

The Library will be hosting their 4th annual Halloween party at the community building October 30. They typically draw 200 people to their event and Devin Black hopes to expand the event this year. Ford of Tuscola will be sponsoring a trunk or treat in the community building parking lot. Anna has invited downtown businesses to stay open for trick or treating downtown. She said she had a positive response from business owners.

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

Next Meeting Date: Tuesday, November 21, 2017 – 8:30 am at City Hall

Approved:  **Randy Hastings, President**

Report Criteria:

Detail report.

Invoices with totals above \$0 included.

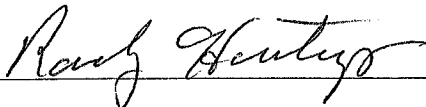
Paid and unpaid invoices included.

Invoice Detail.GL Account = "061005000"-061005999"

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
LAMAR COMPANIES	108560532-10	TOURISM-BILLBOARD	10/23/2017	350.00	350.00	11/14/2017
TUSCOLA JOURNAL	000029-09301	TOURISM-ARTISAN MARKET	09/30/2017	55.00	55.00	10/24/2017
THIRDSIDE, INC	170528-110917	TOURISM-MONTHLY SITE MAINTENANCE FOR TU	11/09/2017	120.00	.00	
CYBERNAUTIC INC	17903-102717	TOURISM-DESIGN FINAL PAYMENT	10/27/2017	7,063.50	7,063.50	11/14/2017
CYBERNAUTIC INC	17904-102717	TOURISM-10/2017-10/2018 WEBSITE HOSTING/MAI	10/27/2017	972.88	972.88	11/14/2017
IML RISK MANAGEMENT ASSO	110117	TOURISM-WORK COMP	11/01/2017	631.01	631.01	11/14/2017
IML RISK MANAGEMENT ASSO	110117	TOURISM-LIABILITY	11/01/2017	797.93	797.93	11/14/2017
TUSCOLA HOME CENTER	32112-103117	TOURISM-TWINE FOR PUMPKIN DISPLAY	10/31/2017	4.92	4.92	11/07/2017
CITY OF TUSCOLA**TRANSFER	102617	TOURISM-CLIP ART FOR "TRUNK OR TREAT" MAP	10/26/2017	6.95	6.95	11/14/2017
GFI DIGITAL, INC	913676-110217	TOURISM-COPIES	11/02/2017	56.54	56.54	11/14/2017
CAPITAL ONE BANK, NA	7404-102217	TOURISM-CONSTANT CONTACT	10/22/2017	21.25	21.25	10/31/2017
RAY, RACHEL L	56-110217	TOURISM-IMAGES FOR WEBSITE	11/02/2017	21.00	21.00	11/07/2017
CITY OF TUSCOLA**TRANSFER	102617	TOURISM-FACEBOOK ADS FOR OUTDOOR MOVIE	10/26/2017	29.01	29.01	11/14/2017
GULLIFORD SEPTIC SERVICE	30132-103117	PORTABLE TOILETS FOR CROSS COUNTRY EVEN	10/31/2017	750.00	.00	
BLOOMER, AMY	101317	TOURISM-SCARECROW PROJECT	10/13/2017	46.90	46.90	10/13/2017
SHUMAKER, DENISE D	102617	TOURISM-DEPOSIT FOR CHRISTMASTOWN CARRI	10/26/2017	50.00	50.00	10/26/2017
RING, CLAIRE E	1-101117	TOURISM-PUMPKINS FOR DOWNTOWN DISPLAY	10/11/2017	313.75	313.75	10/18/2017
RING, KENDYL A	1-101117	TOURISM-PUMPKINS FOR DOWNTOWN DISPLAY	10/11/2017	313.75	313.75	10/18/2017
ROGARDS OFFICE PLUS	1433701-0-102	TOURISM-PAPER	10/24/2017	13.36	13.36	11/14/2017
WALLENDER-DEDMAN PRINTIN	81106-100617	TOURISM-BUSINESS CARDS	10/06/2017	33.90	33.90	10/24/2017
CAPITAL ONE BANK, NA	7404-102217	TOURISM-IPAD DATA	10/22/2017	20.00	20.00	10/31/2017
CAPITAL ONE BANK, NA	7404-102217	TOURISM-REFRESHMENTS FOR TOURISM MEETI	10/22/2017	10.25	10.25	10/31/2017
EASTERN ILLINI ELECTRIC	1111100400-10	TOURISM-HIGHWAY SIGN	10/27/2017	64.31	64.31	11/07/2017
CONSTELLATION NEW ENERG	9755460101-1	TOURISM-1151 N CR 1050 E	10/15/2017	43.38	43.38	10/24/2017
CAPITAL ONE BANK, NA	7404-102217	TOURISM-PUMPKINS, MUMS, GOURDS FOR CITY	10/22/2017	50.42	50.42	10/31/2017
Grand Totals:				11,840.01	10,970.01	

Dated: _____

Tourism Board President -



Randy Hastings