

Tourism Board Meeting November 21, 2017

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

Motion to approve the minutes from the October 17, 2017 board meeting made by Donna, seconded by Ashely. All in favor, motion passed.

Motion to approve the bills list from 10/13/17-11/17/17 in the amount of \$11,840.01 made by Donna, seconded by Ashley. All in favor, motion passed.

Old Business:

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. Anna explained she very excited about the carriage rides downtown on December 1. They plan to have 2 carriages to help with the wait time. Several businesses will be open late, pictures with Santa, and activities for kids.

Anna explained she submitted the order to have the new logo decals installed on the doors, but it's been too cold to have them installed. They hope to have a warmer day where he can install them.

Alta showed the 2 new WCIA commercials that started running last week. Anna explained they decided to do 2 commercials to fit in as many businesses as possible. Once holiday shopping is over they will put together a new commercial that is more general Tuscola, not just holiday shopping. Anna also showed the board the geo fencing ads that have started running. These ads are targeted at Market Place Mall, Cross County Mall, and Hickory Point.

The downtown trick or treat and library Halloween party was a huge success! Devin Black had people sign in as they arrived at the party and he had 667 people attend in just two hours. Many downtown businesses ran out of candy and had to go get more.

New Business:

Anna presented a grant request for the Rural Life Antique Show. The grant request is for advertising done for the November 2017 show. Ads were placed in Maine Digest and Simple Living Magazine, both national publications. Donna explained that the show is growing and they've added a third location at Forty Martyrs Hall. She also said attendance of the show was over 1,000 people. Morrie made a motion to approve the \$1,500 grant and Ashley seconded. All in favor motion passed.

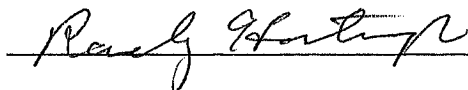
Anna presented a grant request from Flesor's Candy Kitchen for their interstate signage. Anna explained this is an annual fee of \$660 and is for the signs located on the interstate off ramp. Donna made a motion to approve the grant and Morrie seconded. All in favor motion passed.

Anna presented a grant request from the Vault Arts Collective. The grant is for various advertising including WCIA television commercials, printing of brochures, and signage. Anna explained the commercials started last week and will run for one month. The signage request is vinyl decals that were added to the front windows. Anna thought this might not qualify for a tourism grant. Drew agreed and said they haven't funded projects like this in the past. Drew made a motion to approve \$2,000 grant for the advertising and brochure printing. Donna seconded. All in favor motion passed.

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

Next Meeting Date: **Tuesday, December 19, 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	108649856-112	TOURISM-BILLBOARD	11/20/2017	350.00	350.00	12/12/2017
LAMAR COMPANIES	108727465-12	TOURISM-BILLBOARD	12/18/2017	350.00	350.00	01/09/2018
WDWS/WHMS/WKIO RADIO	2445-00086-11	TOURISM-ADVERTISING FOR RURAL LIFE ON WD	11/30/2017	290.00	290.00	12/20/2017
WDWS/WHMS/WKIO RADIO	2445-00087-11	TOURISM-ADVERTISING FOR RURAL LIFE ON WH	11/30/2017	435.00	435.00	12/20/2017
WDWS/WHMS/WKIO RADIO	2445-00088-11	TOURISM-ADVERTISING FOR RURAL LIFE ON WKI	11/30/2017	180.00	180.00	12/20/2017
WDWS/WHMS/WKIO RADIO	2445-00089-11	TOURISM-ADVERTISING FOR RURAL LIFE ON WD	11/30/2017	236.00	236.00	12/20/2017
WDWS/WHMS/WKIO RADIO	2445-00090-11	TOURISM-ADVERTISING FOR RURAL LIFE ON WH	11/30/2017	232.00	232.00	12/20/2017
NEXSTAR BROADCASTING	1264015-1-112	TOURISM-ADVERTISING/WCIA	11/26/2017	985.00	985.00	12/14/2017
NEXSTAR BROADCASTING	1264015-2-123	TOURISM-ADVERTISING/WCIA	12/31/2017	2,120.00	.00	
NEXSTAR BROADCASTING	1264105-11261	TOURISM-ADVERTISING/WCIX	11/26/2017	110.00	110.00	12/12/2017
NEXSTAR BROADCASTING	1264105-2-123	TOURISM-ADVERTISING/WCIX	12/31/2017	595.00	.00	
RAY, RACHEL L	121417	TOURISM-DIGITAL PHOTO FILES OF CITY COUNCI	12/14/2017	21.00	21.00	12/20/2017
BETTER NEWSPAPERS INC	113017	TOURISM-CHRISTMASTOWN ADS	11/30/2017	776.25	776.25	12/12/2017
CAPITAL ONE BANK, NA	7404-112217	TOURISM-DOMAIN REGISTRATION, TRANSFER	11/22/2017	71.24	71.24	12/06/2017
THIRDSIDE, INC	170601-12081	TOURISM-MONTHLY SITE MAINTENANCE FOR TU	12/08/2017	240.00	240.00	01/10/2018
CYBERNAUTIC INC	18289-121217	TOURISM-WEBSITE ADDITIONAL WORK FOR MAKI	12/12/2017	225.00	225.00	12/26/2017
AMISH COUNTRY OF CENTRAL	122917	TOURISM-2017 DUES, 2017 COOPERATIVE MARKE	12/29/2017	3,250.00	.00	
DENZER, DARYN S	120417	CITY LOGO CHANGES, ADDITION TO DOWNTOWN	12/04/2017	470.38	470.38	12/06/2017
GFI DIGITAL, INC	936375-120117	TOURISM-COPIES	12/01/2017	170.82	170.82	12/12/2017
GFI DIGITAL, INC	960203-01031	TOURISM-COPIES	01/03/2018	53.43	53.43	01/09/2018
CAPITAL ONE BANK, NA	7404-112217	TOURISM-CONSTANT CONTACT	11/22/2017	21.25	21.25	12/06/2017
CAPITAL ONE BANK, NA	7404-122217	TOURISM-NEW LOGO POST-IT NOTES	12/22/2017	178.96	178.96	01/04/2018
RAY, RACHEL L	092917	TOURISM-DIGITAL FILES OF TUSCOLA BUSINESSE	09/29/2017	70.00	70.00	01/09/2018
RAY, RACHEL L	112917	TOURISM-COUNCIL HEADSHOTS FOR WEBSITE	11/29/2017	75.00	75.00	11/30/2017
THE WINNING STITCH LLC	3118-120617	TOURISM-UNIFORM SHIRTS	12/06/2017	168.92	168.92	12/14/2017
TUSCOLA COMMUNITY UNIT	010318	TOURISM-HIGH SCHOOL GYM RENTAL FOR MISS	01/03/2018	100.00	100.00	01/09/2018
TUSCOLA HOME CENTER	32112-113017	TOURISM-SUPPLIES FOR CHRISTMAS TOWN DEC	11/30/2017	334.54	334.54	12/06/2017
TUSCOLA HOME CENTER	33114-113017	TOURISM-OUTLETS, SCREW KIT, WEATHERPROO	11/30/2017	192.57	192.57	12/06/2017
TUSCOLA IGA PLUS	45004400015-1	TOURISM-WATER FOR SANTA CHASE	11/30/2017	9.96	9.96	12/12/2017
CITY OF TUSCOLA**TRANSFER	113017	TOURISM-OVERALL SANTA CHASE 5K WINNERS	11/30/2017	100.00	100.00	11/30/2017
TUSCOLA ROTARY CLUB	112817	TOURISM-CHRISTMAS TOWN PARADE VOLUNTEE	11/28/2017	200.00	200.00	11/28/2017
JAMAICA PYROTECHNICS, INC	113017	TOURISM-INITIAL PAYMENT FOR 2018 FIREWORK	11/30/2017	6,250.00	6,250.00	01/09/2018
A BLOOM ABOVE AND BEYOND	122017	TOURISM-SMALL BIZ SATURDAY BALLOONS	12/20/2017	33.00	33.00	12/21/2017
RENTAL CITY	1758-112817	TOURISM-HEATERS FOR CARRIAGE RIDES	11/28/2017	247.00	247.00	11/28/2017
GRAHAMS TROPHIES	111763-112717	TOURISM-SANTA CHASE 5K MEDALS	11/27/2017	99.70	99.70	11/28/2017
CHAMPIONCHIP 247	112817	TOURISM-SANTA CHASE RACE TIMERS	11/28/2017	600.00	600.00	11/28/2017
ENGLEHARDT, KELLEY L	308-121117	TOURISM-5K SANTA CHASE SHIRTS	12/11/2017	610.00	610.00	12/20/2017
RAY, RACHEL L	120517	TOURISM-COUNCIL, CHRISTMASTOWN PHOTOS	12/05/2017	231.00	231.00	12/06/2017
SHUMAKER, DENISE D	112817	TOURISM-CARRIAGE RIDES FOR CHRISTMASTOW	11/28/2017	790.00	790.00	11/28/2017
SHUMAKER, DENISE D	120517	TOURISM-ADDITIONAL HOUR OF CARRIAGE RIDE	12/05/2017	240.00	240.00	12/12/2017
SALMON, ANDREW	112817	TOURISM-SANTA CHASE SANTA	11/28/2017	100.00	100.00	11/28/2017
ROGARDS OFFICE PLUS	1438256-1-120	TOURISM-LAMINATING POUCHES	12/01/2017	16.49	16.49	12/12/2017
CAPITAL ONE BANK, NA	7404-112217	TOURISM-IPAD DATA	11/22/2017	20.00	20.00	12/06/2017
CAPITAL ONE BANK, NA	7404-122217	TOURISM-IPAD DATA	12/22/2017	40.00	40.00	01/04/2018
CIVIC SYSTEMS, LLC	CVC16286-122	SOFTWARE SUPPORT-TOURISM	12/28/2017	124.45	124.45	01/09/2018
CAPITAL ONE BANK, NA	7404-122217	TOURISM-AMISH COUNTRY BOARD MEETING	12/22/2017	21.98	21.98	01/04/2018
ASCAP	500752533-12	LICENSING FOR PUBLIC MUSIC	12/26/2017	348.00	348.00	01/09/2018
EASTERN ILLINI ELECTRIC	1111100400-11	TOURISM-HIGHWAY SIGN	11/26/2017	63.68	63.68	12/06/2017
EASTERN ILLINI ELECTRIC	1111100400-12	TOURISM-HIGHWAY SIGN	12/27/2017	56.20	56.20	01/09/2018
CNEP	10522470301-	TOURISM-1151 N CR 1050 E	12/15/2017	43.38	.00	
CNEP	9889700201-11	TOURISM-1151 N CR 1050 E	11/15/2017	43.38	43.38	11/28/2017
TEMPLE DISPLAY, LTD	17594-120117	TOURISM-REPLACEMENT BULBS FOR DOWNTOWN	12/01/2017	64.49	64.49	12/18/2017

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DOUGLAS COUNTY MUSEUM	010918	TOURISM-ANNUAL MEMBERSHIP	01/09/2018	75.00	.00	
FLESOR FAMILY CONFECTION	112117	TIF-GRANT REIMBURSEMENT FOR INTERSTATE SI	11/21/2017	660.00	660.00	11/28/2017
WINTERBERRY	112117	TOURISM GRANT FOR RURAL LIFE ANTIQUE SHO	11/21/2017	1,500.00	1,500.00	11/28/2017
BEND IN THE RIVER INC	121917	TOURISM-VAULT ADVERTISING GRANT	12/19/2017	1,768.75	1,768.75	12/21/2017
Grand Totals:				26,658.82	20,575.44	

Dated: _____

Tourism Board President -



Randy Hastings

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