

## Tourism Board Meeting January 16, 2018

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

Motion to approve the minutes from November 21, 2017 board meeting and December 19, 2017 board meeting was made by Donna, seconded by Randy. All in favor motion passed.

A motion to approve the bills list from 11/17/17-1/12/18 in the amount of \$26,658.82 made by Drew, seconded by Ashley. All in favor motion passed.

### Old Business:

### New Business:

Anna presented the annual report to council. Anna emailed the report to the board last week to review and ask for a motion to approve it to be presented to at the next council meeting. Ashley made a motion to approve and Donna seconded. All in favor motion passed.

Anna informed the board that 2018 Miss Tuscola Pageant is set for March 24. They had their first information meeting last night and practices will start next month. Anna also explained that she will be sending out donation requests again this year. They are mostly hoping for prize donations vs monetary donations. She also noted Miss Tuscola has done a good job staying in budget and being able to continue to the scholarship fund each year.

Anna explained that after Christmas sales for decorations are happening over the next couple of months. Alta said they had a lot of positive feedback about all the decorations this year. It really made the downtown more festive. Ashley mentioned the downtown was beautiful during Christmastown and was a great addition. Anna had a few suggestions for new items, but needed to check size and if it would fit on the corner. The board was interested in possibly a larger item and adding more snowflakes to Main Street.

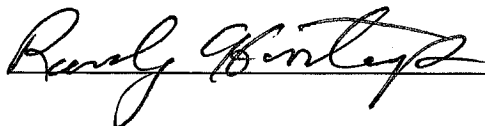
Anna said she is starting to work on the new advertising program. In the marketing plan, they laid out an advertising initiative to match advertising costs by 50% for local businesses. They discussed different guidelines such as, must be a new advertising (not currently doing) and must include the Tuscola logo. Anna said she'll bring more information to the next meeting.

Anna presented the history map project to the board. We have been working with the website developers to make an interactive map proposal that would include a downtown history map, cemetery walk, and historical homes. This would allow users to view the map while walking around downtown. Alta said they could also have a printed map and even plaques outside of different businesses. She also said Ann has been working on pulling content from the history book and they hope to partner with the museum for additional info in exchange for a grant. The fee to add the new interactive map on the website is \$1,950. Overall the board felt this would be a fun addition for visitors to our town. Randy made a motion to approve, and Ashley seconded. All in favor motion passed.

Anna informed the board it's time to start planning Sparks in the Park. She asked for feedback on what they board was looking for as far as entertainment. Last year they spent about \$12,000 on the lumberjack show and the zip lining and bumper car activities. Previous years a stage and entertainment act has been about the same amount. Overall the board liked the idea of keep the tween activities as this fills in the day. They would like to find something similar to the lumberjack show that is family friendly. Anna will bring different options to the board at the next meeting.

Next Meeting Date: **Tuesday, February 20, 2018 – 8:30 am at City Hall**

Approved:



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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	108811714-011	TOURISM-BILLBOARD	01/15/2018	360.00	360.00	02/06/2018
WDWS/WHMS/WKIO RADIO	244500089000	TOURISM-ADVERTISING FOR CHRISTMAS TOWN	12/31/2017	118.00	118.00	01/23/2018
WDWS/WHMS/WKIO RADIO	244500090000	TOURISM-ADVERTISING FOR CHRISTMAS TOWN	12/31/2017	116.00	116.00	01/23/2018
NEXSTAR BROADCASTING	1264015-3-012	TOURISM-ADVERTISING/WCIA	01/28/2018	1,390.00	1,390.00	02/13/2018
NEXSTAR BROADCASTING	1264105-3-012	TOURISM-ADVERTISING/WCIX	01/28/2018	220.00	220.00	02/13/2018
GFI DIGITAL, INC	988399-02061	TOURISM-COPIES	02/06/2018	80.74	80.74	02/13/2018
CAPITAL ONE BANK, NA	7404-012218	TOURISM-CONSTANT CONTACT	01/22/2018	21.25	21.25	01/29/2018
RAY, RACHEL L	013118	TOURISM-DIGITAL PHOTO FILES OF TUSCOLA BU	01/31/2018	49.00	49.00	02/09/2018
GROVES, DENISE	020918	TOURISM-REIMBURSEMENT FOR MISS TUSCOLA	02/09/2018	602.85	602.85	02/09/2018
CAPITAL ONE BANK, NA	7404-012218	TOURISM-IPAD DATA	01/22/2018	20.00	20.00	01/29/2018
MOODY, BRIAN	E05004KSWU-	TOURISM-MICROSOFT 360 LICENSE FOR TOURIS	09/21/2017	159.37	159.37	01/24/2018
EASTERN ILLINI ELECTRIC	1111100400-01	TOURISM-HIGHWAY SIGN	01/27/2018	56.00	56.00	02/06/2018
CNEP	9755458801-01	TOURISM-1151 N CR 1050 E	01/15/2018	34.70	34.70	02/13/2018
Grand Totals:				3,227.91	3,227.91	

Dated: \_\_\_\_\_

Tourism Board President -



Randy Hastings