Tourism Board Meeting
February 20, 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 January 16, 2018 board meeting was made by Donna, seconded by Ashley. All in favor motion passed.

A motion to approve the bills list from 1/12/18-2/16/18 in the amount of $3,227.91 made by Randy, seconded by Donna. All in favor motion passed.

Old Business:

Anna updated the board on the Miss Tuscola Pageant. The pageant will be on March 24 at the high school. They have 10 Little Miss contestants, 8 Jr. Miss contestants, and 6 Miss contestants. Practice started last week and they will continue to have weekly practices until the pageant. Anna also said she sent out donation requests on behalf of the pageant.

Anna presented several Christmas decoration options to the board. She said there is $5,500 left in the budget to spend toward decorations. She hopes to put the order together by the end of the month to receive the discount for early ordering. The board liked the idea of adding more snowflakes to Sale St. and Main St. as well as the skyline street display to go over main street. Anna also mentioned she's waiting on quote for a large 3D bow for the stacked packages.

Alta updated the board on the history map. She showed the board what the design mock up looked like. They are currently developing the map, and hope to have it ready to add information in the next couple of weeks. Anna also said they met with Anna at the Douglas County Museum on working together to fill the map with information. Alta said they hope to give a grant to the museum in exchange for the research. The board agreed this would be a great opportunity.

Anna presented different options for Sparks in the Park. One option is a Knockerball exhibition with either Cola Wars or alumni games. This option would cost $2,000 - $3,000 and allow them to also have a small regional band before fireworks. She found a dare devil variety act called the Nerveless Nocks. This group performed last year at the Illinois State Farm. This group would be $14,000 for 3- thirty minute shows. The board decided they like the idea of Knockerball best. Anna will get started booking various items for Sparks.

New Business:

Alta informed the board that the hotel motel tax was up slightly from last year. She included a graph for the board to take a look at.

Anna presented a grant request from the Tuscola Kiwanis Club. The request is for $250 to be used toward advertising for the annual Easter Egg Hunt. Randy made a motion to approve and Donna seconded. All in favor motion passed.

Anna presented a grant request from the Tuscola Alumni Association. The request is for $450 for advertising for their homecoming and cola wars events. Ashley made a motion to approve the request and Randy seconded. All in favor motion passed.

Anna presented a grant request from the Tuscola Odd Fellows Lodge. They are requesting $5,000 for their Odd Market. The grant would be used for stage and sound as well as advertising for the event. This event would include live music, food trucks, and a beer tent. As well as various artisan vendors. All the proceeds from this event will go towards First Gig, a music summer camp program for kids. The board decided to table the decision until the next week so they can review the proposal more in-depth.

Anna shared with the board that WEIU is interested in highlighting Tuscola with their "This is Our Story" program. They are looking for sponsorship from local businesses to support the project. Anna presented 2 sponsorship levels to the board for them to review. The board decided to table this discussion for the next meeting. They hope to contribute to the project, however they would like to know there is business support before committing.

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

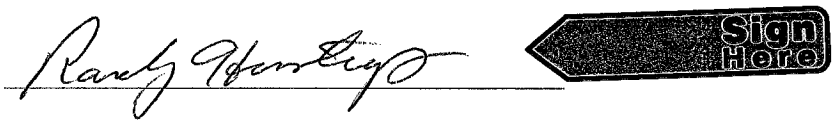
Approved: Randy Hastings _____ **Randy Hastings, President**

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	108879592-02	TOURISM-BILLBOARD	02/12/2018	360.00	360.00	02/27/2018
LAMAR COMPANIES	108964514-03	TOURISM-BILLBOARD	03/12/2018	360.00	.00	
WDWS/WHMS/WKIO RADIO	2445-00091-02	TOURISM-ADVERTISING FOR RURAL LIFE ON WD	02/28/2018	180.00	180.00	03/13/2018
NEXSTAR BROADCASTING	1264015-4-022	TOURISM-SHOPPING COMMERCIALS, RURAL LIFE	02/25/2018	1,495.00	1,495.00	03/15/2018
NEXSTAR BROADCASTING	1264105-4-022	TOURISM-SHOPPING COMMERCIALS, RURAL LIFE	02/25/2018	200.00	200.00	03/15/2018
NEXSTAR BROADCASTING	1399188-1-022	TOURISM-SHOPPING COMMERCIALS, RURAL LIFE	02/25/2018	158.00	158.00	03/15/2018
RAY, RACHEL L	021318	TOURISM-DIGITAL FILES OF TUSCOLA BUSINESSE	02/13/2018	21.00	21.00	03/02/2018
GFI DIGITAL, INC	1012882-0306	TOURISM-COPIES	03/06/2018	68.40	68.40	03/13/2018
CAPITAL ONE BANK, NA	7404-022218	TOURISM-CONSTANT CONTACT	02/22/2018	21.25	21.25	03/02/2018
MIDWEST MOBILE STAGES	030718	TOURISM-DEPOSIT FOR STAGE FOR SPARKS IN T	03/07/2018	212.50	212.50	03/13/2018
CAPITAL ONE BANK, NA	7404-022218	TOURISM-IPAD DATA	02/22/2018	20.00	20.00	03/02/2018
EASTERN ILLINI ELECTRIC	1111100400-02	TOURISM-HIGHWAY SIGN	02/24/2018	59.24	59.24	03/13/2018
CNEP	9877732801-0	TOURISM-1151 N CR 1050 E	02/15/2018	34.70	34.70	02/27/2018
Grand Totals:				3,190.09	2,830.09	

Dated: _____

Tourism Board President -



Randy Hastings