

Tourism Board Meeting
July 17, 2018

The meeting was called to order approximately 8:30 am. In attendance: Donna Kidwell, Drew Hoel, Devon Story, Bill Hill and Anna Nelson.

A quorum was not present. Approval of the meeting minutes and bills list was tabled until next meeting.

Old Business:

They are planning to wrap up the history map project this month, in time to release it at the Our Town event in August. They've had several volunteers edit the text and are working on updating it on the website. After the initial launch they plan to add more points to the map.

Anna reviewed Sparks in the Park. She said the weather was great, which helped with the turn out of events. They had over 50 entries in the parade! They also 89 runners for the 5k, which is about 20 more than average. Knockerball had over 250 kids in the 2 hours they were set up. Biddy Basketball ran the 3-on-3 tournament this year. They had expressed interested in taking the tournament over as a fundraising effort for their organization. Rusty is going to check with his board and then make a formal request. Anna also mentioned the City staff, public works department, fire department, and police department helped make the day a success!

Anna updated the board on the Downtown outdoor movie and market. The next event is this Friday night and they will be showing Sherlock Gnomes.

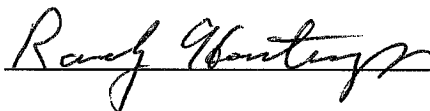
Anna updated the board on the WEIU- Our Story project. They've reached their \$12,000 goal. Anna said she would be making the payment for the tourism board pledge of \$4,000. She also explained the premiere night is August 23 and the live night is August 30. She will email more info when available.

Anna updated the board on the WCIA Our Town live segment. She said they have several organization involved and seems to be coming together. The Douglas County Upstanders are bringing inflatables and car club will have a few cars displayed. TNB, Sarah Busch Lincoln, and the EP cheerleaders will also be participating. As the event gets closer, she should get more info from WCIA. Anna informed the board that WCIA has asked if tourism would purchase an advertising package. Anna thought it might be best to use the funds to subsidize the business that plan to advertise. After discussion the board decided on a 20% off each package, up to \$2,500 for all. On a first come first serve basis.

New Business:

Next Meeting Date: **Tuesday, August 21, 2018 – 8:30 am at City Hall**

Approved:



_____ **Randy Hastings, President**

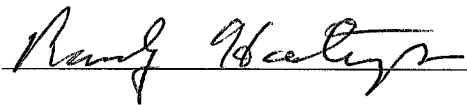
Report Criteria:

- 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
EASTERN ILLINOIS UNIVERSIT	071818	UNDERWRITING FOR TUSCOLA THIS IS OUR STO	07/18/2018	4,000.00	4,000.00	08/14/2018
LAMAR COMPANIES	109384880-07	TOURISM-BILLBOARD	07/30/2018	360.00	360.00	08/14/2018
BETTER NEWSPAPERS INC	072718	SPARKS ADS AND PARADE ROUTE	07/27/2018	230.00	230.00	08/14/2018
WDWS/WHMS/WKIO RADIO	244500092000	WHMS ADVERTISING FOR CAR SHOW	06/30/2018	113.00	113.00	07/24/2018
WDWS/WHMS/WKIO RADIO	244500093000	WKIO ADVERTISING FOR CAR SHOW	06/30/2018	84.00	84.00	07/24/2018
NEXSTAR BROADCASTING	55-013667-1-1	ADVERTISING	11/30/2017	900.00	900.00	07/24/2018
NEXSTAR BROADCASTING	55-015945-1-1	ADVERTISING	12/31/2017	900.00	900.00	07/24/2018
NEXSTAR BROADCASTING	55-018861-1-0	ADVERTISING	01/31/2018	300.00	300.00	07/24/2018
NEXSTAR BROADCASTING	55-022716-022	ADVERTISING	02/28/2018	300.00	300.00	07/24/2018
CYBERNAUTIC INC	20300	Updating logo on website to include state shape	07/18/2018	175.00	175.00	07/24/2018
GFI DIGITAL, INC	11350668-08031	TOURISM-COPIES	08/03/2018	53.63	53.63	08/07/2018
CAPITAL ONE BANK, NA	7404-072218	CONSTANT CONTACT	07/22/2018	21.25	21.25	07/24/2018
KEMPER INDUSTRIAL EQUIPM	59480-070918	PORTABLE RESTROOMS FOR SPARKS IN THE PAR	07/09/2018	370.00	370.00	07/13/2018
CARTER-SMITH, TERRA	070918	DJ FOR CAR SHOW	07/09/2018	150.00	150.00	07/13/2018
JAMAICA PYROTECHNICS, INC	071318	FINAL PAYMENT FOR 2018 FIREWORKS	07/13/2018	18,750.00	18,750.00	07/24/2018
TUSCOLA COMMUNITY FOUND	2018 MISS TU	NET PROCEEDS FROM MISS TUSCOLA ACTIVITIES	07/26/2018	445.39	445.39	07/27/2018
CAPITAL ONE BANK, NA	7404-072218	SPARKS & KIDTOWN LOGO ITEMS	07/22/2018	590.68	590.68	07/24/2018
CAPITAL ONE BANK, NA	7404-072218	SPARKS & KIDTOWN SUPPLIES	07/22/2018	36.95	36.95	07/24/2018
CAPITAL ONE BANK, NA	7404-072218	SPARKS & KIDTOWN SUPPLIES	07/22/2018	44.25	44.25	07/24/2018
CAPITAL ONE BANK, NA	7404-072218	SPARKS & KIDTOWN LOGO ITEMS	07/22/2018	15.96	15.96	07/24/2018
CAPITAL ONE BANK, NA	7404-072218	SPARKS & KIDTOWN LOGO ITEMS	07/22/2018	24.77	24.77	07/24/2018
CAPITAL ONE BANK, NA	7404-072218	IPAD DATA	07/22/2018	20.00	20.00	07/24/2018
EASTERN ILLINI ELECTRIC	1111100400-07	TOURISM-HIGHWAY SIGN	07/27/2018	55.53	55.53	08/03/2018
AMEREN ILLINOIS	1299027042-0	1151 N CO RD 1050 E-ELECTRIC	07/31/2018	33.14	33.14	08/14/2018
Grand Totals:				27,973.55	27,973.55	

Dated: 8-21-18

Tourism Board President -


Randy Hastings