

# AGENDA

**Tuscola Tourism**  
Advisory Board Meeting  
*April 16, 2019*  
**Tuscola City Hall**



## **Call to Order and Roll Call – 8:30 am**

Randy Hastings, *Hillard Agency*, President  
Drew Hoel, *City of Tuscola*  
OPEN  
Donna Kidwell, *Winterberry*  
Allen Schwass, *Super 8*

Morrie Mendenhall, *Outlets at Tuscola*  
Devon Flesor Story, *Flesor's Candy Kitchen*  
Bill Hill, *Community Member at large*  
Others:  
Brian Moody, *TEDI*  
Alta Long, *City of Tuscola*  
Anna Nelson, *City of Tuscola*

**MINUTES** – Minutes of February 19, 2019 and March 19, 2019

**FINANCIAL REPORT** - Tourism Bills 2/15/19-3/15/19: \$ 9,789.06; and 3/15/19-4/12/19: \$6,597.26

## **OLD BUSINESS**

1. Sparks in the Park- July 6
2. HWY 36 Billboard
3. Miss Tuscola Pageant
4. Intern/part time summer help
5. FY 20 budget

## **NEW BUSINESS**

1. New date for Spring Fling Car show- June 8

## **ADJOURNMENT**

**NEXT MEETING DATE IS:** Tuesday, May 21, 2019 - 8:30 am at City Hall

**Tourism Board Meeting**  
**February 19, 2019**

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

Motion to approve the minutes from January 15, 2019 board meeting was made by Drew, seconded by Donna. All in favor motion passed.

A motion to approve the bills list 1/11/19-2/15/19 in the amount of \$4,935.03 was made by Donna, seconded by Devon. All in favor motion passed.

**Old Business:**

Anna updated the board on Sparks in the Park. Alpha and Omega have agreed to sponsor 5K and Bidy Ball is on board for the 3 on 3 tournament. Anna also informed the board that Bidy Basketball would like to take over the tournament this year as a fundraiser for the organization. The board agreed it would be a good fit for the group. Anna also presented a few ideas for this year's activities. The board decided on the Ninja Warrior course, as well as a few other items for younger kids. This included a magician, balloon artist, and bounce house. They have also reserved Battle Creek Band for the evening music.

Anna showed the board a few designs that were created for the highway 36 billboard in the past. The board would like to see a design with an arrow and easy to read directional text. Anna said she will work with the billboard company on the design.

Anna updated the board on the Miss Tuscola Pageant. They have 8 Little Miss, 9 Jr. Miss and 7 Miss contestants. The Little Miss category contestants are less this year due to having to change their age guidelines to line up with the Mo-Do pageant. (Contestants must be 5 to compete in Miss MoDo) Anna said she will send our letters for donation requests.

**New Business:**

Alta presented the FY20 draft budget to the board. She asked the board to look over it and let her know if they had any questions or changes. She said one item they hope to accomplish is hiring part time employee this summer to help with the day to day tasks, while Anna is out of the office. She would also like to find someone to work on the history ma; expanding on the information, double checking facts, and putting together a printable booklet. Alta said they would like to make this walking tour user friendly for potential bus tours as they work with Visit Champaign County.

Anna included the annual tourism report to council. She asked the board to review it and let her know of any changes.

Next Meeting Date: **Tuesday, March 19, 2019 – 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	109954920-021	TOURISM-BILLBOARD	02/11/2019	365.00	365.00	02/26/2019
GFI DIGITAL, INC	1312149-03011	TOURISM-COPIES	03/01/2019	77.09	77.09	03/12/2019
JAMAICA PYROTECHNICS, INC	010319	25% OF 2019 FIREWORKS DISPLAY	01/03/2019	6,250.00	6,250.00	02/26/2019
DIRECT INST. SUPPORT SYSTE	8797-022019	DEPOSIT FOR GAMES FOR SPARKS IN THE PARK	02/20/2019	2,997.50	2,997.50	02/26/2019
CAPITAL ONE BANK, NA	7404-022219	IPAD DATA	02/22/2019	20.00	20.00	02/27/2019
EASTERN ILLINI ELECTRIC	1111100400-02	TOURISM-HIGHWAY SIGN	02/24/2019	44.05	44.05	03/07/2019
AMEREN ILLINOIS	1299027042-0	1151 N CO RD 1050 E-ELECTRIC	03/01/2019	35.42	35.42	03/12/2019
Grand Totals:				9,789.06	9,789.06	

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

Tourism Board President -  
  
\_\_\_\_\_

Randy Hastings

# Tourism Board Meeting – Tuscola City Hall – 214 N Main ST

**March 19, 2019**

The meeting was called to order approximately 8:30 am. In attendance: Donna Kidwell, Drew Hoel, Bill Hill, and Alta Long.

A quorum was not present so no votes were held.

## **Old Business:**

Alta noted that Anna had started her maternity leave a bit earlier than expected.

Alta updated the attendees on the Sparks in the Park plans. The members were in agreement that we should provide as much free entertainment as will fit into the budget. Discussion was held on the stage options.

Alta showed the billboard design that Lamar proposed. The design was not well liked. Wording needs to be less and clearer, phone number doesn't need to be on the sign, and the purpose for the sign needs to be clear. Alta will work on a design, or get help from Lamar to get to a different design.

Miss Tuscola pageant is next Saturday, March 30, no specific updates.

Alta noted an ad had been placed for summer tourism inter or part time employee

Alta noted the council will approve the budget, including the proposed tourism budget, in April. Please let her know if you have any issues with the proposed budget.

## **New Business:**

Alta informed the board that Ashley Swinford, of the Holiday Inn Express had officially resigned from the board. The position is currently open until a new person is appointed to the board. Discussion was held on the board makeup, as the ordinance is currently written. Drew and Alta will look into the ordinance to see if it needs to be updated so that we can recruit members and have a quorum for meetings.

Alta briefly discussed the option for a trackless train rental for Christmastown 2019 instead of the carriage rides. Although the cost is higher, the members present were enthused by the idea.

The gathering concluded at 9:00 am

**Next Meeting Date: April 16, 2019 – 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	110045230-031	TOURISM-BILLBOARD	03/11/2019	365.00	365.00	03/26/2019
BETTER NEWSPAPERS INC	032919	TOURISM SUMMER HELP ADS	03/29/2019	40.00	40.00	04/09/2019
WDWS/WHMS/WKIO RADIO	2445-00097-03	RURAL LIFE RADIO ADS ON WDWS	03/31/2019	120.00	120.00	04/11/2019
WDWS/WHMS/WKIO RADIO	2445-00098-03	RURAL LIFE RADIO ADS ON WHMS	03/31/2019	150.00	150.00	04/11/2019
GFI DIGITAL, INC	1339763-0403	TOURISM-COPIES	04/03/2019	62.46	62.46	04/09/2019
TUSCOLA COMMUNITY UNIT	040319	TOURISM-MISS TUSCOLA JANITORIAL SERVICES	04/03/2019	147.60	147.60	04/05/2019
GROVES, DENISE	040319	TOURISM-PARADE SIGNS FOR MISS TUSCOLA QU	04/03/2019	227.70	227.70	04/05/2019
SCHROEDER, CHRIS	031719	TOURISM-MISS TUSCOLA JUDGE	03/17/2019	100.00	100.00	03/22/2019
HASSELBRING, SAMANTHA	031719	TOURISM-MISS TUSCOLA JUDGE	03/17/2019	100.00	100.00	03/22/2019
SWINGER, JENNY	031719	TOURISM-MISS TUSCOLA JUDGE	03/17/2019	100.00	100.00	03/22/2019
DENNY'S	031719	REIMBURSE FOR ENTRY FEE FOR VANDAMME	03/17/2019	45.00	45.00	03/22/2019
CAPITAL ONE BANK, NA	7404-032219	IPAD DATA	03/22/2019	20.00	20.00	03/28/2019
EASTERN ILLINI ELECTRIC	1111100400-03	TOURISM-HIGHWAY SIGN	03/29/2019	43.66	43.66	04/09/2019
AMEREN ILLINOIS	1299027042-0	1151 N CO RD 1050 E-ELECTRIC	04/01/2019	35.20	35.20	04/09/2019
TEMPLE DISPLAY, LTD	19560-032119	TOURISM-SNOWFLAKE CHRISTMAS DECORATION	03/21/2019	5,040.64	5,040.64	03/26/2019
Grand Totals:				6,597.26	6,597.26	

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

Tourism Board President -

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Randy Hastings

# CITY OF TUSCOLA

BALANCE SHEET  
MARCH 31, 2019

## TOURISM FUND

	CURRENT YEAR	PRIOR YEAR
<u>ASSETS</u>		
06-000-1111 CASH INVESTMENTS	237,260.94	251,414.68
06-000-1200 ACCOUNTS RECEIVABLE	21,453.58	16,615.22
06-000-1250 PREPAID INSURANCE	952.63	939.24
TOTAL ASSETS	<u>259,667.15</u>	<u>268,969.14</u>
<u>LIABILITIES AND EQUITY</u>		
<u>LIABILITIES</u>		
06-000-2100 ACCOUNTS PAYABLE	2,668.42	2,135.74
06-000-2105 ACCRUED PAYROLL	1,265.41	1,044.89
TOTAL LIABILITIES	<u>3,933.83</u>	<u>3,180.63</u>
<u>FUND EQUITY</u>		
06-000-3000 FUND BALANCE	258,576.12	287,831.64
REVENUE OVER EXPENDITURES - YTD	( 2,842.80)	( 22,043.13)
TOTAL FUND EQUITY	<u>255,733.32</u>	<u>265,788.51</u>
TOTAL LIABILITIES AND EQUITY	<u>259,667.15</u>	<u>268,969.14</u>

**CITY OF TUSCOLA**  
**REVENUES/EXPENDITURES WITH COMPARISON TO BUDGET**  
**FOR THE 11 MONTHS ENDING MARCH 31, 2019**

**TOURISM FUND**

	MAR 2019 CUR MONTH	MAR 2018 PRIOR MONTH	2018-19 CUR YTD	2017-18 PRIOR YTD	BUDGET AMOUNT	% OF BUDGET
<b>REVENUES</b>						
HOTEL/MOTEL TAX	6,338.68	6,149.84	140,122.63	147,360.89	165,000.00	84.92
EVENT INCOME	755.00	2,245.00	10,414.00	12,776.80	14,850.00	70.13
INVESTMENT INTEREST	507.60	244.31	4,801.44	2,669.41	3,000.00	160.05
OTHER INCOME	.00	.00	.00	375.00	500.00	.00
<b>TOTAL FUND REVENUE</b>	<b>7,601.28</b>	<b>8,639.15</b>	<b>155,338.07</b>	<b>163,182.10</b>	<b>183,350.00</b>	<b>84.72</b>
<b>EXPENSES-GENERAL ADM.</b>						
ADVERTISING	845.00	3,203.00	27,168.99	22,425.75	40,000.00	67.92
SALARIES-REGULAR	2,511.71	2,438.58	30,273.53	29,488.28	32,800.00	92.30
SALARIES-OVERTIME	.00	.00	546.44	204.35	1,500.00	36.43
EMPLOYEE INSURANCE	1,265.02	1,228.87	15,560.23	16,027.08	17,686.12	87.98
IMRF EMPLOYER CONTRIBUTION	170.06	229.22	2,656.74	2,795.33	3,177.50	83.61
FICA EMPLOYER CONTRIBUTION	167.90	162.74	2,083.67	2,091.00	2,500.00	83.35
SUTA EXPENSE	8.87	9.82	66.08	71.96	90.20	73.26
PROFESSIONAL SERVICES	.00	.00	1,333.96	16,997.03	5,000.00	26.68
WORK COMP INSURANCE	.00	.00	1,514.65	1,528.94	1,700.00	89.10
POSTAGE	.00	.00	.00	.00	1,000.00	.00
MARKETING	77.09	( 160.35)	11,962.35	19,146.09	30,000.00	39.87
COMMUNITY EVENTS	399.00	1,597.50	48,217.85	57,751.59	55,000.00	87.67
OFFICE SUPPLIES	.00	.00	19.29	187.22	1,500.00	1.29
COMMUNICATIONS/TELEPHONE	20.00	20.00	220.00	220.00	250.00	88.00
COMPUTER SUPPORT	.00	.00	477.22	408.27	1,000.00	47.72
TRAVEL, TRAINING & EDUCATION	.00	.00	.00	32.23	500.00	.00
MEMBERSHIPS/SUBSCRIPTIONS	.00	250.00	432.00	598.00	1,000.00	43.20
UTILITIES	79.47	59.24	947.63	1,168.87	1,750.00	54.15
SMALL EQUIPMENT	5,040.64	.00	5,421.59	6,482.70	7,500.00	72.29
SUPPLIES & PARTS	.00	.00	.00	23.38	1,000.00	.00
REPAIRS & MAINTENANCE	.00	.00	147.81	64.49	5,000.00	2.96
GRANTS/ SUBSIDIES	.00	178.50	8,985.00	7,462.25	8,000.00	112.31
MISCELLANEOUS	.00	.00	145.84	50.42	500.00	29.17
<b>TOTAL GENERAL ADM.</b>	<b>10,584.76</b>	<b>9,217.12</b>	<b>158,180.87</b>	<b>185,225.23</b>	<b>218,453.82</b>	<b>72.41</b>
<b>TOTAL FUND EXPENDITURES</b>	<b>10,584.76</b>	<b>9,217.12</b>	<b>158,180.87</b>	<b>185,225.23</b>	<b>218,453.82</b>	<b>72.41</b>
<b>NET REVENUES OVER EXPENDITURE</b>	<b>( 2,983.48)</b>	<b>( 577.97)</b>	<b>( 2,842.80)</b>	<b>( 22,043.13)</b>	<b>( 35,103.82)</b>	<b>( 8.10)</b>

# City of Tuscola

## FY 2020 Tourism Fund Budget

		<u>FY 2019</u>	<u>FY 2019</u>	<u>FY 2020</u>	
		<u>Budget</u>	<u>Actual</u>	<u>Budget</u>	<u>Budget Comments</u>
<b><u>Revenues</u></b>					
06-100-4260	Hotel/Motel Tax	165,000	165,000	165,000	
06-100-4270	Event Income	14,850	10,000	14,850	
06-100-4810	Grant Income	0	0	0	
06-100-4830	Investment Interest	3,000	4,200	5,000	
06-100-4900	Other Income	500	0	500	

<b><u>Total Revenues</u></b>		183,350	179,200	185,350	
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<b><u>Expenditures</u></b>					
06-100-5140	Salaries- Regular	32,800	32,875	38,861	Includes \$5000 for possible intern, tour bus hostesses
06-100-5150	Salaries- Overtime	1500	550	1500	
06-100-5160	Employee Insurance	17,686	16,500	25,990	
06-100-5165	IMRF Employer Contribution	3,178	3,178	2,542	
06-100-5170	FICA Employer Contribution	2,500	2,500	3,500	
06-100-5172	SUTA Expense	90	90	250	
06-100-5201	Professional Services	5,000	1,334	5,000	Website maintenance/updates
06-100-5215	Work Comp & Liability Insurance	1,700	1,515	1,700	
06-100-5110	Advertising	40,000	35,000	40,000	
06-100-5230	Postage	1,000	500	1,000	
06-100-5235	Community Marketing	30,000	15,000	30,000	
06-100-5237	Community Events	55,000	43,000	50,000	
06-100-5240	Office Supplies	1,500	200	1,500	
06-100-5245	Capital Outlay	-	-	-	
06-100-5255	Communications/Telephone	250	260	250	
06-100-5260	Computer Support	1000	408	1000	
06-100-5280	Travel, Training & Education	500	0	500	
06-100-5283	Memberships/Subscriptions	1000	598	1000	including ASCAP
06-100-5295	Utilities	1750	1,297	1750	
06-100-5345	Small Equipment	7,500	5,200	7,500	\$5,000 snowflakes
06-100-5420	Supplies & Parts	1000	23	1000	
06-100-5425	Repairs & Maintenance	5000	64	5000	billboard repairs
06-100-5455	Grants/Subsidies	8,000	9,000	11,000	
06-100-5499	Miscellaneous	500	50	500	

<b><u>TOTAL EXPENSES</u></b>		218,454	169,142	231,343	
<b><u>REV OVER (UNDER) EXP</u></b>		-35,104	10,058	-45,993	