

# AGENDA

## Tuscola Tourism

Advisory Board Meeting

June 18, 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*

OPEN

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 May 21, 2019 board meeting

**FINANCIAL REPORT** - Tourism Bills 5/17/19-6/14/19: \$ 2,005.99

### **OLD BUSINESS**

1. Sparks in the Park- July 6
2. HWY 36 Billboard
3. Movie Nights
4. Board appointments

### **NEW BUSINESS**

1. Wheels Car Club grant request \$500
2. Odd Market 2019- \$1,000

### **ADJOURNMENT**

**NEXT MEETING DATE IS:** Tuesday, June 18, 2019 - 8:30 am at City Hall

## 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	110304920-060	TOURISM-BILLBOARD	06/03/2019	365.00	.00	
ILLINOIS TIMES	82099-052319	1/2 H SUMMER GUIDE	05/23/2019	500.00	500.00	06/11/2019
IML RISK MANAGEMENT ASSO	051719	FIREWORKS LIABILITY COVERAGE	05/17/2019	100.00	100.00	05/21/2019
GFI DIGITAL, INC	1389612-0603	TOURISM-COPIES	06/03/2019	175.97	175.97	06/11/2019
CITY OF TUSCOLA**TRANSFER	053019	SUPPLIES FOR ALLERTON PARK SHOWCASE	04/30/2019	7.81	7.81	05/30/2019
BATTLE CREEK BAND	053119	SPARKS IN THE PARK PERFORMANCE	05/31/2019	500.00	500.00	06/11/2019
BIDDY BASKETBALL	061319	DONATION FOR 3-ON-3 PRIZES FOR SPARKS IN T	06/13/2019	250.00	.00	
CAPITAL ONE BANK, NA	7404-052219	IPAD DATA	04/30/2019	20.00	20.00	06/03/2019
CAPITAL ONE BANK, NA	7404-052219	TOURISM APP	04/30/2019	4.16	4.16	06/03/2019
EASTERN ILLINI ELECTRIC	1111100400-05	TOURISM-HIGHWAY SIGN	05/29/2019	43.80	43.80	06/11/2019
AMEREN ILLINOIS	1299027042-0	1151 N CO RD 1050 E-ELECTRIC	05/31/2019	34.95	34.95	06/11/2019
CITY OF TUSCOLA**TRANSFER	053019	SYMPATHY CARD	04/30/2019	4.30	4.30	05/30/2019
Grand Totals:				2,005.99	1,390.99	

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

Tourism Board President -

\_\_\_\_\_  
Randy Hastings

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

**May 21, 2019**

The meeting was called to order at 8:30 am. In attendance: Randy Hastings, Devon Story, Drew Hoel, Bill Hill, and Alta Long.

## **Old Business:**

Drew opened the meeting and presented the minutes of the April 16, 2019 meeting. Bill motioned to approve the minutes as presented and Devon seconded the motion. All were in favor of the motion and the motion passed.

Randy motioned to approve the bills lists from 04/12/19-05/17/19 in the amount of \$4,596.70. Devon seconded the motion. All were in favor, motion passed.

Alta updated the board on the 2019 Sparks in the Park festival planning. The schedule is nearly complete and will feature many of the same items as years past, this year including the Ninja course. Devon discussed the community band's willingness to perform at this year's event. Alta will contact Tom Wold to discuss specifics.

Alta briefly discussed that getting new designs on the 3 billboards we maintain is a high priority for the graphic arts intern this summer.

A brief discussion was held on the downtown movie nights. Devin Black reported a successful evening with around 170 participants.

## **New Business:**

Two of the interns for the summer have started work, Holly Olson and Courtney Brewer. Holly is working mostly with Brian on business/Chamber type functions while Courtney is working on graphic projects. Both are excited for the opportunities to work in their field of study for the summer! Makenna will start work next week and will focus on the history tour project. Bill would like to help with the portion of this project where we have proposed putting historical photos/text on window clings for downtown businesses. Alta will contact Bill to work with the interns on that project. All interns have been and will continue to help cover customer service at City Hall.

Discussion was briefly held on board appointments to fill the two vacant seats. Bill and Alta had suggestions for names to fill the seats and Alta and Drew will follow up on those.

Some discussion was held on the status of several business development prospects around the City.

Randy motioned to adjourn and Devon seconded. All in favor. The meeting concluded at approximately 9:15 am

**Next Meeting Date: June 18, 2019 – 8:30 am at City Hall**

**Approved:** \_\_\_\_\_ **Randy Hastings, President**

# CITY OF TUSCOLA

BALANCE SHEET  
MAY 31, 2019

## TOURISM FUND

	CURRENT YEAR	PRIOR YEAR
<u>ASSETS</u>		
06-000-1111 CASH INVESTMENTS	249,535.10	253,255.20
06-000-1200 ACCOUNTS RECEIVABLE	.00	21,453.58
06-000-1250 PREPAID INSURANCE	943.10	952.63
	<hr/>	<hr/>
TOTAL ASSETS	250,478.20	275,661.41
	<hr/>	<hr/>
<u>LIABILITIES AND EQUITY</u>		
<u>LIABILITIES</u>		
06-000-2100 ACCOUNTS PAYABLE	1,043.66	2,668.42
06-000-2105 ACCRUED PAYROLL	1,706.90	1,265.41
	<hr/>	<hr/>
TOTAL LIABILITIES	2,750.56	3,933.83
	<hr/>	<hr/>
<u>FUND EQUITY</u>		
06-000-3000 FUND BALANCE	246,082.78	258,576.12
REVENUE OVER EXPENDITURES - YTD	1,644.86	13,151.46
	<hr/>	<hr/>
TOTAL FUND EQUITY	247,727.64	271,727.58
	<hr/>	<hr/>
TOTAL LIABILITIES AND EQUITY	250,478.20	275,661.41
	<hr/>	<hr/>

**CITY OF TUSCOLA**  
**REVENUES/EXPENDITURES WITH COMPARISON TO BUDGET**  
**FOR THE 1 MONTHS ENDING MAY 31, 2019**

**TOURISM FUND**

	MAY 2019 CUR MONTH	MAY 2018 PRIOR MONTH	2019-20 CUR YTD	2018-19 PRIOR YTD	BUDGET AMOUNT	% OF BUDGET
<b>REVENUES</b>						
HOTEL/MOTEL TAX	5,912.36	21,453.58	5,912.36	21,453.58	165,000.00	3.58
EVENT INCOME	1,980.00	.00	1,980.00	.00	14,850.00	13.33
INVESTMENT INTEREST	521.88	375.50	521.88	375.50	5,000.00	10.44
OTHER INCOME	.00	.00	.00	.00	500.00	.00
<b>TOTAL FUND REVENUE</b>	<b>8,414.24</b>	<b>21,829.08</b>	<b>8,414.24</b>	<b>21,829.08</b>	<b>185,350.00</b>	<b>4.54</b>
<b>EXPENSES-GENERAL ADM.</b>						
ADVERTISING	1,250.00	890.00	1,250.00	890.00	40,000.00	3.13
SALARIES-REGULAR	1,674.09	2,533.86	1,674.09	2,533.86	38,861.00	4.31
SALARIES-OVERTIME	.00	.00	.00	.00	1,500.00	.00
SALARIES-TEMPORARY	255.00	.00	255.00	.00	.00	.00
EMPLOYEE INSURANCE	1,922.08	1,228.87	1,922.08	1,228.87	25,990.00	7.40
IMRF EMPLOYER CONTRIBUTION	113.34	238.19	113.34	238.19	2,542.00	4.46
FICA EMPLOYER CONTRIBUTION	164.68	170.04	164.68	170.04	3,500.00	4.71
SUTA EXPENSE	5.54	9.42	5.54	9.42	250.00	2.22
PROFESSIONAL SERVICES	.00	3.96	.00	3.96	5,000.00	.00
WORK COMP INSURANCE	100.00	.00	100.00	.00	1,700.00	5.88
POSTAGE	.00	.00	.00	.00	1,000.00	.00
MARKETING	67.69	43.91	67.69	43.91	30,000.00	.23
COMMUNITY EVENTS	1,112.81	1,425.00	1,112.81	1,425.00	50,000.00	2.23
OFFICE SUPPLIES	20.99	9.18	20.99	9.18	1,500.00	1.40
COMMUNICATIONS/TELEPHONE	.00	20.00	.00	20.00	250.00	.00
COMPUTER SUPPORT	.00	.00	.00	.00	1,000.00	.00
TRAVEL, TRAINING & EDUCATION	.00	.00	.00	.00	500.00	.00
MEMBERSHIPS/SUBSCRIPTIONS	.00	.00	.00	.00	1,000.00	.00
UTILITIES	78.86	61.93	78.86	61.93	1,750.00	4.51
SMALL EQUIPMENT	.00	380.95	.00	380.95	7,500.00	.00
SUPPLIES & PARTS	.00	.00	.00	.00	1,000.00	.00
REPAIRS & MAINTENANCE	.00	.00	.00	.00	5,000.00	.00
GRANTS/ SUBSIDIES	.00	1,640.00	.00	1,640.00	11,000.00	.00
MISCELLANEOUS	4.30	22.31	4.30	22.31	500.00	.86
<b>TOTAL GENERAL ADM.</b>	<b>6,769.38</b>	<b>8,677.62</b>	<b>6,769.38</b>	<b>8,677.62</b>	<b>231,343.00</b>	<b>2.93</b>
<b>TOTAL FUND EXPENDITURES</b>	<b>6,769.38</b>	<b>8,677.62</b>	<b>6,769.38</b>	<b>8,677.62</b>	<b>231,343.00</b>	<b>2.93</b>
<b>NET REVENUES OVER EXPENDITURE</b>	<b>1,644.86</b>	<b>13,151.46</b>	<b>1,644.86</b>	<b>13,151.46</b>	<b>( 45,993.00)</b>	<b>3.58</b>

# Tuscola Tourism Grant Request Application

Date: 6-10-19

Please complete and return to City Hall (214 N. Main Street, Tuscola), Attn: Tuscola Tourism. If you have questions, please call 217-253-2552.

Individual/Organization Requesting Funds: Wheels Car Club

Contact person: Richard Bean

Contact phone #: 217-649-4899

Amount requested: \$500.00

Date(s) & Times of event/festival: 6-8-2019

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What is the name of your event? Spring Fling Car Show

How will this event generate tourists to Tuscola?

People in town to eat + shop

What type(s) of advertising and promotional materials do you plan to use? Please be specific (i.e. newspaper, radio, television, etc.).

Newspaper, fliers "we use D free spaces"

Where are you planning to advertise this event? Please specify the name of the publications and radio/TV stations as well as the locations they will run. Note: If approved, all ad copies must be submitted with paid invoices.

How much will advertising/promoting this event cost? Please be specific and provide documentations, budgets, and previous financial statements (if applicable).

Nothing

In your estimate, how much will this event cost in its entirety? Please be specific and provide documentations, budgets, and previous financial statements (if applicable).

Would you like this event/festival to be added to our Community Calendar? ☒ Yes ☐ No

2020

# Tuscola Tourism Grant Request Application

Date: June 4, 2019

Please complete and return to City Hall (214 N. Main Street, Tuscola), Attn: Tuscola Tourism. If you have questions, please call 217-253-2552.

Individual/Organization Requesting Funds: Tuscola Odd Fellows Lodge #316

Contact person: Laura Davis

Contact phone #: 540-335-6911

Amount requested: \$1,000

Date(s) & Times of event/festival: October 12, 2019 10 am to 5 pm

What is the name of your event? Odd Market

How will this event generate tourists to Tuscola?

The last three Odd Markets drew shoppers and attendees from Champaign, Urbana, Charleston, Decatur and Peoria. We draw ~~approx~~ more than 500 attendees to the downtown. Many attendees also visit other area businesses such as The Vault, Flesor's, etc.

What type(s) of advertising and promotional materials do you plan to use? Please be specific (i.e. newspaper, radio, television, etc.).

~~Billboard in Champaign-Urbana~~, television (CI Living appearance-free), listings in calendars + community newspapers, social media, posters + flyers

Where are you planning to advertise this event? Please specify the name of the publications and radio/TV stations as well as the locations they will run. Note: If approved, all ad copies must be submitted with paid invoices.

We mostly plan to use any grant money to pay bands but we'd also like to advertise with radio ads with Illini radio group

How much will advertising/promoting this event cost? Please be specific and provide documentations, budgets, and previous financial statements (if applicable).

see attached budget

In your estimate, how much will this event cost in its entirety? Please be specific and provide documentations, budgets, and previous financial statements (if applicable).

see attached budget

Would you like this event/festival to be added to our Community Calendar? ☒ Yes ☐ No