

**Tourism Board Meeting
Tuscola City Hall – 214 N Main ST
October 19, 2021**

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

Jerry Hall shared a video on a new program WCIA is working on, Victory over Violence. He also shared information on a Shop Local campaign with WCIA.

Drew presented the minutes of the September 21, 2021 meeting. Bill motioned to approve the minutes as presented and Stacey seconded the motion. All were in favor of the motion and the motion passed.

Devon motioned to approve the bills lists from 9/17/21-10/15/21 in the amount of \$11,570.30. Drew seconded the motion. All were in favor, motion passed.

Old Business:

Anna shared information on the website updates. The ADA widget is now installed on the website. Cybernautic is also working on updating the color of the website along with a few other formatting changes.

Anna shared that the downtown pumpkin display was installed yesterday, thanks to the hard work of Bill Hill and the Arts Council. Anna also mentioned the Public Works guys helped unload the pumpkins as well install the planter decorations. Bill mentioned the new addition of the scarecrows and will be adding 3 or 4 more.

Anna explained the City Council approved the Drive-Boo at the park on October 30 from 4pm to 6pm. Anna has sent out invites for the event and have 8 business/organizations signed up to pass out candy. She hopes to add a few more this year.

New Business:

Flesor's Candy Kitchen has submitted a grant request for interstate signage for the amount of \$660. Drew made a motion to approve and Stacey seconded. 3 members voted in favor and Devon abstained, motion passed..

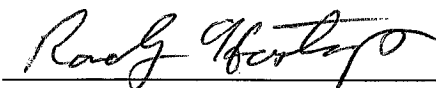
Ann updated the board on Christmastown on Dec 3-5. As of now they are tentatively moving forward with the vendor fair, parade, and 5K. She also said that the class of 2022 is hosting a skating rink at the Senior Center on Sunday afternoon.

The board discussed holiday advertising options for the upcoming season. Anna explained that \$2,000 would be spent with WAND, apart of the Discovering Central IL campaign. The board discussed adding Facebook ad, radio, and advertising with WCIA. Drew suggested putting together multiple commercials vs. one generic shopping ad. Bill suggested a commercial highlight the mall leading up to Black Friday shopping. Devon made a motion to approve \$5,000 additional for holiday advertising and Stacey seconded. All in favor motion passed.

Anna reminded the board of the IHSA basketball tournament commitment of \$2,00 annually. It will run through 2022-2024. This year's tournament dates are March 10-12.

Next Meeting Date: October 18, 2021 – 8:30 am at City Hall

Approved:



Randy Hastings, President

Report Criteria:

Detail report.

Invoices with totals above \$0 included.

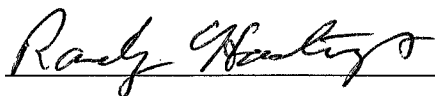
Paid and unpaid invoices included.

Invoice Detail.GL Account = "061005000"."061005999"

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
LAMAR COMPANIES	112988866-101	TOURISM-BILLBOARD	10/18/2021	365.00	365.00	11/09/2021
NEXSTAR BROADCASTING	3160580-2-093	TOURISM-ADVERTISING/WCIA	09/30/2021	250.00	250.00	10/29/2021
NEXSTAR BROADCASTING	3160626-2-093	TOURISM-ADVERTISING/WCIX	09/30/2021	15.00	15.00	10/29/2021
NEXSTAR BROADCASTING	3169515-1-093	TOURISM-ADVERTISING/ILLINOISHOMEPAGE.NET	09/30/2021	96.90	96.90	10/29/2021
WAND TELEVISION PARTNERS	269510-1-0930	TOURISM-DISCOVERING CENTRAL ILLINOIS	09/30/2021	2,200.00	2,200.00	10/25/2021
WAND TELEVISION PARTNERS	269512-1-0930	TOURISM-DISCOVERING CENTRAL ILLINOIS	09/30/2021	61.40	61.40	10/25/2021
WAND TELEVISION PARTNERS	269512-2-1010	TOURISM-DISCOVERING CENTRAL ILLINOIS	10/10/2021	538.60	538.60	10/25/2021
CYBERNAUTIC INC	32155-102121	TOURISM-WEBSITE UPGRADES	10/21/2021	1,312.50	1,312.50	10/25/2021
CYBERNAUTIC INC	32156-102121	TOURISM-WEBSITE UPGRADES	10/21/2021	825.00	825.00	10/25/2021
IML RISK MANAGEMENT ASSO	0595-100121	TOURISM- WORK COMP	10/01/2021	538.44	538.44	11/12/2021
IML RISK MANAGEMENT ASSO	0595-100121	TOURISM-LIABILITY	10/01/2021	687.83	687.83	11/12/2021
AMISH COUNTRY OF CENTRAL	2021-4-092721	TOURISM-2021 DUES, 2020 COOPERATIVE MARKE	09/27/2021	1,750.00	1,750.00	10/19/2021
CARDMEMBER SERVICE	2712-101421	TOURISM-JOTFORM INC ANNUAL SUBSCRIPTION	10/14/2021	234.00	234.00	10/22/2021
COWLES, DANIEL	230-102021	MILITARY SIGNS	10/20/2021	60.00	60.00	10/29/2021
TUSCOLA HOME CENTER	32980-103121	TOURISM-DOWNTOWN DECORATING SUPPLIES	10/31/2021	39.37	39.37	11/05/2021
CURTIS ORCHARD	101821	TOURISM-PUMPKINS/HAYBALES/CORNSTALKS FO	10/18/2021	550.00	550.00	10/18/2021
STEINERT, TARA JORDAN	1896-110221	TOURISM-SIGN FOR DRIVE-BOO	11/02/2021	85.00	.00	
GFI DIGITAL, INC	2080025-11052	TOURISM-COPIES	11/05/2021	120.89	120.89	11/09/2021
CARDMEMBER SERVICE	2712-101421	TOURISM-AMISH COUNTRY E-MAIL SERVICE	10/14/2021	6.00	6.00	10/22/2021
EASTERN ILLINI ELECTRIC	1111100400-10	TOURISM-HIGHWAY SIGN	10/29/2021	43.86	43.86	11/09/2021
AEP ENERGY INC	3014135295-1	1151 N CR 1050 E-ELECTRIC	10/15/2021	27.01	27.01	10/19/2021
FLESON FAMILY CONFECTION	101421	TIF-GRANT REIMBURSEMENT FOR INTERSTATE SI	10/14/2021	660.00	.00	
Grand Totals:				10,466.80	9,721.80	

Dated: 11-16-21

Tourism Board President -



Randy Hastings