

**Tourism Board Meeting
Tuscola City Hall – 214 N Main ST
November 16, 2021**

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

Drew presented the minutes of the October 19, 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.

Drew motioned to approve the bills lists from 10/15/21-11/12/21 in the amount of \$10,466.80. Randy seconded the motion. All were in favor, motion passed.

Old Business:

Alta presented a few website updates to the board including a color up date and a few formatting updates. She also informed the board that they are now able to have online forms for golf cart permits, parade sign ups, etc. They will continue to make a few formatting updates to the website.

Anna informed the board on the Drive-Boo event. She said it was very well attended with approximately 550 kids trick or treat. And there were 20 organizations and businesses passing out candy. Event participants went above and beyond decorating the trunks and dressing up!

Anna shared the Christmastown schedule with the board. She explained many of the traditional activities would be back this year. They have start doing registration for the 5K online- and it's been very well received. She also said that the Friday night shopping there will be several stores staying open late downtown and she has ordered special shopping bags for that evening. The museum has opted for a drive thru photo op with Santa. Kids will also receive a gift.

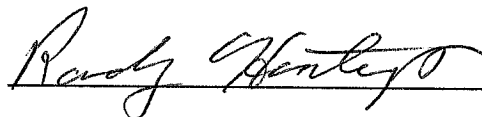
Anna shared the holiday advertising plan for this year. The plan includes TV commercials with WAND, WCIA, and WTHI as well as radio with KJ Country in Effingham. Black Friday ads in the News Gazette and Effingham Daily News. Rachel Ray took updated pictures for print and social media ads. Anna will also run Facebook ads for holiday shopping. Most of the advertising starts right after Thanksgiving.

New Business:

Alta shared a brief update on fireworks. She received a call from our currently fireworks provider and unfortunately due to supply issues and unable to get fireworks from China, they will be going out of business. He explained he is in contact with a larger company to see if they can provide American made fireworks. Alta said she would provide updates as they learn more.

Next Meeting Date: December 21, 2021 – 8:30 am at City Hall

Approved:



Randy Hastings, President

Report Criteria:

Detail report.

Invoices with totals above \$0 included.

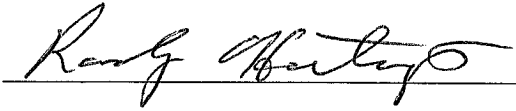
Paid and unpaid invoices included.

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

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
LAMAR COMPANIES	11307507-1115	TOURISM-BILLBOARD	11/15/2021	365.00	365.00	12/08/2021
RAY, RACHEL L	111221	TOURISM-UPDATED HOLIDAY ADVERTISING IMAG	11/12/2021	250.00	250.00	12/08/2021
ARCOLA RECORD-HERALD	111521	TOURISM-ADVERTISING/BROOM CORN	11/15/2021	132.00	132.00	11/18/2021
WAND TELEVISION PARTNERS	273133-1-1130	TOURISM-HOLIDAY ADVERTISING	11/30/2021	700.00	700.00	12/14/2021
CARDMEMBER SERVICE	2712-111421	TOURISM-LOGO PENS	11/14/2021	211.36	211.36	11/23/2021
TUSCOLA HOME CENTER	32980-113021	TOURISM-DOWNTOWN DECORATING SUPPLIES	11/30/2021	216.70	216.70	12/08/2021
TUSCOLA ROTARY CLUB	120621	TOURISM-VOLUNTEERS TO LINE UP CHRISTMAST	12/06/2021	200.00	200.00	12/14/2021
GRAHAM'S TROPHIES	112140-112921	TOURISM-MEDALS FOR SANTA CHASE	11/29/2021	114.85	114.85	12/08/2021
CHAMPIONCHIP 247	120621	TOURISM-SANTA CHASE TIMERS	12/06/2021	600.00	600.00	12/08/2021
NELSON, ANNA	120321	TOURISM-CASH FOR SANTA CHASE 5K WINNERS	12/03/2021	100.00	100.00	12/03/2021
ENGLEHARDT, KELLEY L	3852-120621	TOURISM-5K SANTA CHASE SHIRTS	12/06/2021	538.00	538.00	12/08/2021
STEINERT, TARA JORDAN	1896-110221	TOURISM-SIGN FOR DRIVE-BOO	11/02/2021	85.00	85.00	11/15/2021
GFI DIGITAL, INC	2103278-1203	TOURISM-COPIES	12/03/2021	58.70	58.70	12/14/2021
CARDMEMBER SERVICE	2712-111421	TOURISM-AMISH COUNTRY E-MAIL SERVICE	11/14/2021	6.00	6.00	11/23/2021
EASTERN ILLINI ELECTRIC	1111100400-09	TOURISM-HIGHWAY SIGN REPLACES CHECK #258	09/29/2021	46.06	46.06	12/09/2021
EASTERN ILLINI ELECTRIC	1111100400-11	TOURISM-HIGHWAY SIGN	11/30/2021	43.86	43.86	12/08/2021
AEP ENERGY INC	3014135295-11	1151 N CR 1050 E-ELECTRIC	11/16/2021	27.01	27.01	11/23/2021
AEP ENERGY INC	3014135295-1	1151 N CR 1050 E-ELECTRIC	12/03/2021	27.01	27.01	12/14/2021
FLESOR FAMILY CONFECTION	101421	TIF-GRANT REIMBURSEMENT FOR INTERSTATE SI	10/14/2021	660.00	660.00	11/15/2021
CARDMEMBER SERVICE	2712-111421	TOURISM-TESTING CREDIT CARD PAYMENT FUNC	11/14/2021	52.08	52.08	11/23/2021
Grand Totals:				4,433.63	4,433.63	

Dated: 12-21-21

Tourism Board President -



Randy Hastings