

**Tourism Board Meeting  
Tuscola City Hall – 214 N Main ST  
August 21, 2021**

The meeting was called to order at 8:30 am. In attendance: Drew Hoel, Randy Hastings, Bill Hill, Donna Kidwell, Michelle Black, Stacey Rae, Devon Story, Brian Moody, Anna Nelson, and Alta Long.

**Old Business:**

Drew opened the meeting and presented the minutes of the July 20, 2021 meeting. Randy motioned to approve the minutes as presented and Michelle seconded the motion. All in favor of the motion and motion passed.

Bill motioned to approve the bills lists from 7/16/21-8/13/21 in the amount of \$4,429.80. Devon seconded the motion. All were in favor, motion passed.

**Old Business:**

Anna informed the board there are two weeks left in the summer billboard campaign. The board decided not to renew these and get on a waiting list for better/more visible boards. The board also decided to continue running Facebook ads with a message of upcoming seasonal events/activities. Anna also shared the report from this month's Facebook ads.

Anna informed the board this Miss Tuscola Pageant took place on July 31 and she helped recognize Denise Groves and Emily Hallett were recognized with a volunteer award for their 10 years of directing the pageant.

The board discussed the rescheduled fireworks display for September 25. As to not take away from the homecoming dance, Anna suggested shooting the fireworks off where they would be visible from the school. Brian will work on nailing down a location near Wimple park.

**New Business:**

Anna presented the tourism grant request for the Cast Iron Pub Block party. The request is for \$9,300 for various event expenses- 3 tents, table rental, fencing, bands, porta potties, signage and ice machine rental. The board discussed the upcoming event, street closures, and food trucks. Stacey shared she had 30 vendors signed up for the vendor fair. Anna suggested tourism paying for porta potties for the event as those will benefit all of the downtown business participating. Drew suggested a total budget of \$6,200 to include \$1,200 for porta potties and \$5,000 for tent/stage/bands/fencing. Randy made a motion to approve and Devon seconded. All in favor motion passed.

Anna updated the board on the Visit Champaign partnership. Currently Tuscola is partnered with VCC through the Amish Country of Illinois. Activity and participation from the group has been very minimal. The last very years Arcola and Arthur have had difficulties paying their portion of the partnership. This year the group has decided to partner with VCC again and has cut the budget down to bare minimum of the partnership and website up keep. Anna and Alta are suggesting the board continues to join with ACOI group but also as Tuscola separately. Michelle made a motion to approve and Donna seconded. All in favor motion passed.

Anna presented advertising opportunities from both WAND and WCIA. WAND is doing a segment highlighting different towns in the area. They will be broadcasting live from the Douglas County Museum and will have stories on each of their news shows that day.

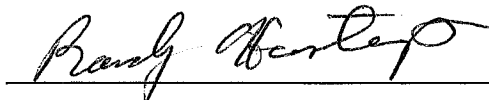
WCIA will be live from Tuscola to cover the Cola Wars next Friday. After a brief discussion the board decided to advertising with both stations. Randy made a motion to approve the WAND headline sponsorship for \$4,900 as well as plan B for \$990 with WCIA. Seconded by Devon. All in favor motion passed.

Anna will be submitting a list for board reappointment at the next council meeting. She asked if you wish to step down from the board to please email her and thanked them for their service to the committee.

Devon motioned to adjourn and Stacey seconded. All in favor.

**Next Meeting Date: September 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	112797479-082	TOURISM-BILLBOARD	08/23/2021	365.00	365.00	09/07/2021
E W McDANIELS, INC	INV-6029-0810	TOURISM-SUMMER BILLBOARD PROJECT	08/10/2021	1,745.00	1,745.00	08/24/2021
E W McDANIELS, INC	INV-6030-0810	TOURISM-FACEBOOK DIGITAL AD CAMPAIGN	08/10/2021	911.06	911.06	08/24/2021
EFFINGHAM DAILY NEWS	2108200792-0	TOURISM-ADVERTISING A DAY AWAY	08/31/2021	540.00	540.00	09/14/2021
ARROW CARLE AMBULANCE	223	Qtrly pmt for tourism services	10/01/2021	5,000.00	.00	
GULLIFORD SEPTIC SERVICE	46023-070121	TOURISM-PORTABLE TOILETS FOR DOWNTOWN B	07/01/2021	1,425.00	1,425.00	09/03/2021
GULLIFORD SEPTIC SERVICE	46023-1-07212	TOURISM-CREDIT FOR 1 SINK RENTAL FOR DOWN	07/21/2021	185.00-	185.00-	09/03/2021
GFI DIGITAL, INC	2027213-0902	TOURISM-COPIES	09/02/2021	52.18	52.18	09/03/2021
CARDMEMBER SERVICE	2712-081621	TOURISM-AMISH COUNTRY E-MAIL SERVICE	08/16/2021	6.00	6.00	08/25/2021
EASTERN ILLINI ELECTRIC	1111100400-08	TOURISM-HIGHWAY SIGN	08/31/2021	44.04	44.04	09/09/2021
AEP ENERGY INC	3014135295-0	1151 N CR 1050 E-ELECTRIC	08/23/2021	27.01	27.01	08/27/2021
AEP ENERGY INC	3014135296-0	1151 N CR 1050 E-ELECTRIC	09/09/2021	27.01	27.01	09/14/2021
Grand Totals:				9,957.30	4,957.30	

Dated: 9-21-21

Tourism Board President -



Randy Hastings