

Tourism Board Meeting

September 16, 2014

The meeting was called the meeting to order approximately 8:30 am. In attendance: Donna Kidwell, Randy Hastings, Phyllis Truitt, Ashley Swinford, Devon Flesor, Karen Dukeman, Alta Long and Anna Marx.

Motion to approve the minutes from the August 19, 2014 Board meeting made by Donna, seconded by Randy. All in favor, motion passed.

Motion to approve the bills list from 08/15/14 – 09/12/14, in the amount of \$32,400.74 made by Phyllis, seconded by Donna. All in favor, motion passed.

Old Business:

Devon reported to the board that Flesor's Candy Kitchen's 10th anniversary went very well. They had doubled sales from previous years. She said that many customers came in not only for the \$10 chocolate box sale, but also stayed for lunch. She was overall very pleased the event. Anna said that she had radio commercials on several local stations as well as Facebook ads for both Flesor's and the Vault's anniversary events. Anna also updated the board on how the Vault first anniversary event went. She said that John had concerns about the Broomcorn festival being the same weekend but it did not seem to affect his event. He thought they had over 400 people at the event. He said sales were very good, but not recorded setting. He also said that he thought it was the best event that they have had in Tuscola so far. Donna suggested he might try a day open house event.

Anna explained that the CVB website should be up very soon. The CVB is planning a launch party at the Green Mill Village to share with the communities what they have been working on. Anna explained that pictures will be taken of Tuscola tomorrow of the website and hopefully things will start coming together. They hope to have the site done in November.

Anna gave the board a recap of the Market. Over all the market did not grow much at all this year. There were 4 vendors who sold produce though out the entire season, and only one vendor sold resale items. Attendance was equivalent to last years. The total expense for advertising, bands, and sponsors the expenses was a little less than \$5,000. Overall the board agreed that it was a nice event to have at the corner and was worth spending \$5,000 on it. Donna mentioned changing the hours to start a little later in the morning since many people tend to sleep in on Saturday mornings.

New Business:

Anna informed the board that there is a new life and style magazine for the Mattoon and Charleston, which is produced by the Effingham Daily News. They have offered very discounted rates for the first magazine. There will also be 2 full pages of Tuscola ads in the first edition. Once will be placed by Tuscola Tourism and the other page is made up for various businesses. Alta mentioned she thought this was a great advertising opportunity and she thinks we are able to draw a lot of people from the area. The board also suggested Decatur and Terra Haute as other areas to advertise in.

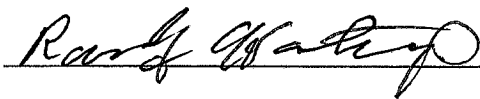
A grant request was submitted for the Tuscola Alumni Association for \$550 for advertising for their all class reunion in several newspapers and also the Lions Club sign. Devon made a motion to approve and Karen seconded. All in favor motion passed.

Anna mentioned that she has begun Christmastown planning. Becky's buddies have decided to host the vendor fair again in the community building. Anna has also asked Drew Sterkel if the girl's track team would sponsor the 5K for a donation. She has not heard back if they are interested or not. The Museum will also be having their breakfast with Santa that morning as well. Several board members mentioned they would like the parade to be incorporated with the museum breakfast somehow.

Donna made a motion to adjourn and Randy seconded. All in favor, meeting adjourned.

Next Meeting Date: Tuesday, October 20, 2014 – 8:30 am at City Hall

Approved:



Randy Hastings, President