

Tourism Board Meeting

April 15, 2014

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

Motion to approve the minutes from the March 18, 2014 Board meeting made by Donna, seconded by Ashley. All in favor, motion passed.

Motion to approve the bills list from 03/14/14 - 04/11/14, in the amount of \$7,655.04 made by Phyllis, seconded by Donna. All in favor, motion passed.

Old Business:

Alta and Anna gave the board an update on the Sparks in the Park. All of the event organizers have been secured. The stage has been reserved as well. Maureen Flenniken has volunteered to be the variety show coordinator. Anna and Alta have a meeting set with her later this week to work out the details. The new crowned Miss Tuscola, Jr Miss and Little Miss will be conducting a donation letter writing campaign for fireworks. We plan on working with Denise, pageant coordinator, on different projects like this throughout the year. It gives the girls an opportunity to be involved with the community.

The Saturday morning market has been changed to the Market on Main. We will be expanding the market to now include flea market type vendors. Alta informed the board that bands have been booked, as well as sponsors. One of the major complaints received last year was that the sponsors were not visible, so aprons with the Market logo were ordered. Anna explained to the board that Bill Hill is making a push cart for the vendors to use. This will cut down on the amount of things the sponsors have to carry, as it was too much for one or two people to handle (tent, table, and chairs). We have ordered a utility cart and Bill will be adding lattice around the edges, a hinged top, and a place for an umbrella. Alta also explained that we hope to place more advertising in the Effingham area.

New Business:

Fred Heilich submitted a grant for a National Train Day Event. The event will take place on May 10th at the Community Building. He plans to have a railroad vendors and a locomotive exhibit. Alta noted that the grant would but a little less, as some items could be purchased for cheaper. A motion to approve grant was made by Phyllis, and seconded by Donna. All in favor motion passed.

Alta explained to the board that the Volunteer of the Year was something that chamber did at the Thanksgiving dinner. She thought that a Volunteer of the Year could be recognized at the 4th of July celebration and then also the Grand Marshall for the parade.

Alta presented the MTD commuter advertising proposal. This includes the signs of the buses and audio played at stops for back to school and holiday shopping. A motion to approve was made by Phyllis and seconded by Drew. All in favor motion passed. Donna said she would like the signs to say something about downtown, to educate people that there is a downtown in Tuscola. Alta said she would take a look at the design and see if something could be added.

Alta presented to the board the new logo for the CVB. Tuscola contributed \$1,500 and with contributions of the other communities we were able to have a \$20,000 marketing campaign. Alta explained to the board that the marketing firm wanted to change the name of the CVB but all members did not like their recommendations. So the marketing firm took a geographical design approach and developed the design that was selected. All members of the CVB board liked this design. We may try to incorporate into our logo, and colors of the CVB logo may change. Donna mentioned they could use the logo for their Antique Shows.

Bill Hill expressed interest in coordinating an Arts festival this summer. Anna explained that for the first year he would like it to be an expansion of the Vault Saturday event in August. Bill would like to see artisan/crafter vendors set up along the downtown sidewalks. He would also like to expand to also include performing arts and musicians. Anna will set up a meeting with The Vault and Vintage Karma to see if they would be interested in being involved in the festival.

Phyllis made a motion to adjourn, seconded by Donna. All in favor, meeting adjourned.

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

Approved:  Randy Hastings, President