

Tourism Board Meeting
April 21, 2014 2015

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

Motion to approve the minutes from the March 17, 2015 Board meeting made by Phyllis, seconded by Randy. All in favor, motion passed.

Motion to approve the bills list from 3/13/15-4/17/15 in the amount of \$18,189.01 made by Phyllis, seconded by Donna. All in favor, motion passed.

Old Business:

Anna updated the board on the Market on Main. She is still in need of a few more bands, or other entertainment, to fill the season. Alta mentioned that she hoped to invite a Laura Ingalls Wilder interpreter, and co-op with the library to possibly draw more attendees. Anna also asked for the board's opinion on whether to charge for the market spaces or not. Last year it was \$5 for a space, and vendors that signed up for the entire season got a discount. Anna also added in the past the market has been free or just \$1. Alta explained they charged a small fee to hopefully to bring value to the market and keep vendors coming each week because they paid. Randy made the suggestion to have the spaces free this season. He felt that it was just more work and didn't think \$5 would have that much of an impact on whether vendors returned or not. Overall the board seemed to agree.

Anna informed the board on planning for Sparks in the Park. They have sponsors secure for the 3 on 3 tournament. She is waiting for the high school to hire the new cheer coach, and hopefully that person will be interested in helping out. They've hired a Mary Todd Lincoln interpreter for a different type of entertainment. The strongman and magician from last year will be returning. The community band is set to play as well as the Hometown Band. As far as today, they have one food vendor signed up. Phyllis thought that would be a good opportunity for other community organizations to fundraise. Alta said once the event gets closer they would start contacting organizations and local churches.

Anna quickly wrapped up the Miss Tuscola financials for the board. Total expenses for Miss Tuscola were \$2,265.47. They had revenues of \$3,094.97 from sponsor donations, pageant donations, and door admission. Alta said that once all the bills have been paid, they would take the revenues and add them to the Tuscola Foundation fund to be used for the Miss Tuscola scholarship. She also added they hope that most years they are profitable, but if not the tourism fund will cover their losses. However the City would not keep their profits. Drew mentioned that there was a contribution for \$23,000 plus from Chamber, so there is enough to cover 23 years.

Anna reminded the board that at the last meeting she tabled the WEIU "This is our Story" contribution to this meeting. Randy said that he was contacted by the show producer, and due to low interest they decided to hold off on doing Tuscola's story for now.

New Business:

Alta mentioned to the board that WCIA CILiving has decided to do a live airing from downtown Tuscola. The broadcast will happen from the corner downtown on May 1st at 4pm. Alta said that they have invited the car show to have cars displayed and she hopes the mayor will be able to attend. Devon mentioned she was contacted to do advertising, but they decided not to place an ad.

Anna reminded the board that the board reappointments will happen in May. If anyone is not interested in being reappointed to let her know. Alta also mentioned that the hotels may have 2 voting members, so just let them know which two to appoint. She added any one is welcome to attend the meetings.

The Douglas County Museum has asked for a new vinyl decal on their door. They are replacing their front door. Anna reminded the board about the project they did several years ago with vinyl decals for the front doors of businesses that featured the Tuscola logo. The cost would be \$70 to \$80. She asked if anyone would like to make a motion to approve the new decal. Donna made a motion and Drew seconded.

Alta brought the board up to date on the new websites. Alta explained that back in October the website was hacked, as a result the website was taken down by our hosting company. The hosting company was able to bring the website back fairly quickly, for a fee. Once that happened they began searching for new alternatives and sent out an RFP to get bids for a new website. On April 1st, both websites were hacked, and this time it was a more disturbing hack. The website was taken down within an hour and they were able to put the site back up, however it is still very vulnerable. The City website will be completed by the first week of May and the tourism website will be released June 1st, as it is grant eligible. She mentioned she briefly explained this in an email and asked for your approval tentatively. She asked that someone make a motion to officially approve the new website approval. Phyllis made a motion to approve and Randy seconded. All in favor motion passed.

Alta explain the 2016 FY Tourism budget. Some of the bigger items included 2 new websites, new computer for Anna, as her computer is now 5 years old, and a new printer. Also the IMAP grant is large amount, but depending on if the grants are awarded or not depends if they will place those ads. As of right now Governor Rauner has frozen all grants and the ACOI tourism board is waiting to hear if there will be grants next year. Alta also explained that they included many project, as a best-case scenario, many times certain items can't be placed due to time constraints of personnel. Donna made a motion to approve and Karen seconded. All in favor motion passed.

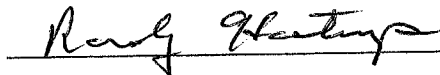
Anna informed the board that the Commuter Advertising with MTD buses contacted her and sent over a new contract. Anna discussed with Karen whether or not Tanger felt this was worthwhile to do another year. She explained that the signs on the bus primary promote shopping at Tanger, but the audio promotes the downtown as well. Karen explained she thought it might be good to try something new this year. She would primarily like to have something that can they can track the response. Karen and Anna will work together to develop a plan that works with Tanger's marketing plan, either Internet or social media.

Karen updated the board on the Farm Progress Show. She hopes to increase the marketing before the event. That way travelers can plan on taking the bus. She also plans to down size and cut the expenses down. She will work with Anna to come up with a proposal for the board.

Phyllis made a motion to adjourn and was seconded by Donna. All in favor, motion passed.

Next Meeting Date: Tuesday May 19, 2015 – 8:30 am at City Hall

Approved:



Randy Hastings, President