

**Tourism Board Meeting
January 17, 2017**

The meeting was called to order approximately 8:30 am. In attendance: Randy Hastings, Devon Story, Morrie Mendenhall, Ashley Swinford, Alta Long, and Anna Nelson.

Motion to approve the minutes from the October 27, 2016 board meeting and November 15, 2016 board meeting made by Randy, seconded by Ashley. All in favor, motion passed.

Motion to approve the bills list from 10/14/16-1/13/17 in the amount of \$28,233.57 made by Ashley, seconded by Devon. All in favor, motion passed.

Old Business:

New Business:

Anna presented the annual report to council. She asked that the board review it and let her know of any changes. She will ask for approval of the report at the next meeting.

Anna and Alta presented several ideas for Christmas decorations to add to the downtown. The decorations are currently 33% off if they ordered before the end of February. On the list was, more snowflakes for the light poles (\$320 each), a large 14ft pre lit Christmas tree (\$7,769.00), as well as a swag snowflake swag to go over the street (\$2,053.00). The board agreed that they would like to spend extra to add more decorations to the downtown. They want to continue adding snowflakes to Main Street and are interested in purchasing the tree.

Anna discussed the Market on Main. She hopes to do something different this year with those funds. The past several years they have changed times, asked for different types of vendors, new event sponsors. But the market continues to have low attendance and not many vendors attend each week. Anna proposed a collaboration with the Arts Council to host a monthly artisan market downtown. She also thought combining the event with the outdoor movies downtown in the summer would be a great fit. Devin Black would like to continue the summer block parties before the movie, and she thought the artisan market would be a good fit. Overall the board agreed with doing something thing different this year instead of the market. Devon mention if it started late afternoon inviting a band to play might be nice for the downtown. Anna said she will work with Devin and the Arts Council to set something up for next summer.

Alta and Anna presented options for Sparks in the Park this year. The event will take place on July 8. They hoped to get some direction from the board, as band start booking very quickly. Anna laid out several options for this year that range in price. Options included local bands, tribute bands, Christian artist, lumberjack variety show, and children's concert. Alta mentioned that local bands are nice, however they don't draw a large crowd. The board would like to see another Christian artist come to the festival, as it was such a success last year. Alta said they will start contacting different agents before next meeting.

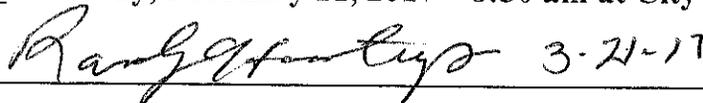
Anna reminded the board that Miss Tuscola Pageant is scheduled for March 25.

Alta presented a rough draft budget to the board. She asked the board to review it to discuss at the next meeting. New items include logo development, update website, continuing out door movie nights, and more Christmas décor for downtown.

A motion to adjourn was made by Randy and seconded by Morrie. All in favor motion passed.

Next Meeting Date: Tuesday, February 21, 2017 – 8:30 am at City Hall

Approved:

 3-21-17

Randy Hastings, President

Report Criteria:

Detail report.

Invoices with totals above \$0 included.

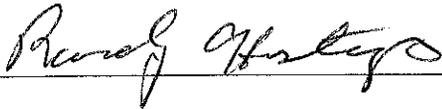
Paid and unpaid invoices included.

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

Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	Amount Paid	Date Paid
LAMAR COMPANIES	107763861-01	TOURISM-BILLBOARD	01/16/2017	350.00	350.00	02/07/2017
TUSCOLA JOURNAL	29-010917	TOURISM-CHRISTMAS TOWN ADVERTISING IN TH	01/09/2017	568.00	568.00	01/19/2017
WDWS/WHMS/WKIO RADIO	2445-00081-12	TOURISM-CHRISTMASTOWN ADVERTISING ON W	12/25/2016	336.00	336.00	01/19/2017
THIRDSIDE, INC	170049-02071	TOURISM-MONTHLY SITE MAINTENANCE FOR TU	02/07/2017	120.00	120.00	02/14/2017
GFI DIGITAL, INC	711460-02021	TOURISM-COPIES	02/02/2017	31.91	31.91	02/14/2017
CAPITAL ONE BANK, NA	7404-012217	TOURISM-CONSTANT CONTACT ACCOUNT	01/22/2017	21.25	21.25	02/03/2017
JAMAICA PYROTECHNICS, INC	010117	TOURISM-INITIAL PAYMENT FOR 2017 FIREWORK	01/01/2017	6,250.00	6,250.00	01/26/2017
GREENSTONE, JULIE	021517	TOURISM-REIMBURSEMENT FOR LITTLE MISS CO	02/15/2017	30.00	.00	
CAPITAL ONE BANK, NA	7404-012217	TOURISM-DATA FOR IPAD	01/22/2017	20.00	20.00	02/03/2017
CIVIC SYSTEMS, LLC	CVC15194-011	SOFTWARE SUPPORT-TOURISM	01/10/2017	124.45	124.45	01/19/2017
SIMPLIFIED COMPUTERS	89992-020817	TOURISM-UPGRADE TOURISM MAC	02/08/2017	532.00	.00	
EASTERN ILLINI ELECTRIC	1111100400-0	TOURISM-HIGHWAY SIGN	01/27/2017	69.40	69.40	02/07/2017
CONSTELLATION ENERGY SER	73562247-013	TOURISM-1151 N CR 1050E-ELECTRIC	01/31/2017	43.20	43.20	02/14/2017
Grand Totals:				8,496.21	7,934.21	

Dated: 3-21-17

Tourism Board President -



Randy Hastings