

**Tourism Board Meeting  
October 18, 2011**

Carly McCrory called the meeting to order at 8:35 am. In attendance: McCrory, Brian Moody, Phyllis Truitt, Devon Flesor, President Randy Hastings, Drew Hoel, and Donna Kidwell.

Motion to approve the minutes from the previous Board meeting (9/22/11) made by Hastings, seconded by Hoel. All in favor, motion passed.

Motion to approve the bills list (9/17/11 – 10/14/11) in the amount of \$18,520.84 made by Truitt, seconded by Flesor. All in favor, motion passed.

McCrory presented the Board with a wrap-up packet of the 2011 Abundant Market season that included the final budget as well as a detailed list of all vendors who participated at each market. She noted that they were under budget by \$182 and encouraged all Board members to read over the packets and ask any questions they had. She also suggested that they stick with the same budget for next year – a total of \$7,000 – since she didn't expect any major increases in expenses. She noted that they already have the yard signs, large banner, and other miscellaneous items that can be used for next year's market. Flesor suggested using a postcard mailer similar to Kelsey Furniture for their Annual Warehouse Sale or including the information on water bills so that the word gets around to people living in the community. McCrory agreed and noted that she will include a \$7,000 budget in the 2012-2013 Tourism Budget.

McCrory informed the Board that advertisements have been placed for the 2011 Tuscola Pumpkin House in the Tuscola Journal and Tri-County Journal as well as the City's social media outlets. She noted that there has been a lot of online buzz regarding the Pumpkin House and that she expects many people to view the house this year. She reminded Board members that the community will be gathering to carve pumpkins this weekend at Flesor's Candy Kitchen.

McCrory informed the Board that the audio and graphic files have been sent to MTD (Commuter Advertising) for the upcoming holiday promotion campaign in Champaign-Urbana and that the campaign should start rolling out in the next couple of weeks.

McCrory reminded the Board of the upcoming Strategic Doing Workshop on Saturday, October 29<sup>th</sup> from 9 am to 2:30 pm and encouraged all Board members to attend. Moody and Hoel informed the Board that this will be a positive step and a good opportunity for the community to come together and decide some strategic outcomes by working together to further develop local networks.

McCrory informed the Board that the CVB will soon be looking to update their website. With their current system, they are running into security issues and feel as though it would be best to create a new website. She informed the Board that she and Moody will be working on this project to create a better, formatted site so that the (many) visitors don't have to "click-through" so many pages to find what they are looking for. McCrory and Moody will be meeting with the CVB next week and an update will be available at the next Board meeting.

McCrory informed that Board that she plans to run some Facebook ads for the upcoming holiday season. She noted that a budget of \$1,000 was approved for this fiscal year and she plans to run ad campaigns accordingly.

McCrory presented the Board with the new billboard design for the billboard located at Hwy 36 & Main. The goal of the billboard is to promote community members to shop local for the upcoming holiday season. She noted that the design has been sent off to print and that it will be going up shortly.

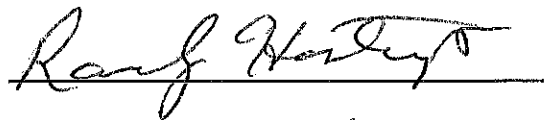
McCrory presented the Board with an opportunity to place an ad in the Effingham Area Christmas Catalog with the Effingham Daily News – an area that Tanger receives a lot of business from. She suggested the ½ page, color ad in the amount of \$450. A motion to approve the \$450 ad with the Effingham Daily News for their Christmas Catalog made by Hoel, seconded by Flesor. All in favor, motion passed.

McCrory informed the Board that she has recently received several requests for Tuscola postcards. She has emailed Kirby Pringle to get some price quotes and will email a few other vendors to do the same. The Board discussed how this would be a great, inexpensive way for people to have something to take with them from their travels/visit to Tuscola. An update will be available at the next Board meeting.

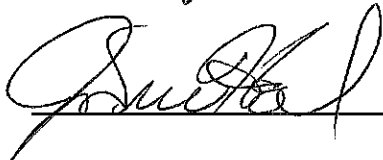
Flesor informed the Board of her idea to create a community effort to get her business (or any other local businesses) on national TV. She discussed the benefits that came from previous TV appearances and thinks it would be a good idea to create a community campaign for various TV networks such as the Food Network. Hoel and Moody suggested ideas such as an email campaign or social media campaign and Kidwell added that her business (Spicery Tea Room) would be a good addition since it has been locally owned and operated for 23 years. Moody also suggested to Flesor that it might be a great idea to create a signature dish since the shows on the Food Network are usually focused around certain dishes/creations. Hoel gave an example of 3 establishments in Springfield that were recently included on the Food Network and now their establishments are always packed and difficult to get into. Moody encouraged all Board members to send any ideas his or McCrory's way.

Hoel made a motion to adjourn at 9:30 am, seconded by Hastings. All in favor, meeting adjourned.

Next Meeting Date: **Tuesday, November 15, 2011 – 8:30 a.m. at City Hall**



**Randy Hastings, President**



**Drew Hoel, Secretary**