

**Tourism Board Meeting
November 15, 2011**

Carly McCrory called the meeting to order at 8:30 am. In attendance: McCrory, Brian Moody, Phyllis Truitt, Drew Hoel, Karen Dukeman, and Donna Kidwell.

Motion to approve the minutes from the previous Board meeting (10/18/11) made by Hoel, seconded by Dukeman. All in favor, motion passed.

Motion to approve the bills list (10/15/11 – 11/11/11) in the amount of \$4,759.74 made by Truitt, seconded by Hoel. All in favor, motion passed.

McCrory informed the Board members that the 2011 Tuscola Pumpkin House was a success. Bruce Wood reported that he had many people by his house and McCrory also noted that there were many online comments from those who had visited the house. Moody added that more volunteers showed up this year to help gut and carve – a large improvement from last year.

McCrory passed around photos to Board members: one of the new billboard on Hwy 36 and Main Street (make a point of shopping in Tuscola this holiday season...) and one of the MTD bus ads in Champaign-Urbana.

McCrory informed the Board that planning for Christmastown is well under way and that many people have been interested in the vendor fair that will take place on Friday and Saturday at the Community Building. She noted that she suggested adding a second location (per the Board's request at the last Tourism Board meeting), but the Chamber decided to stick to only one location and thus, have been turning many people down who were interested in participating. McCrory noted that she suggested to the Chamber that they reconsider this option next year so that many more people can participate.

Moody updated the Board on the results of the Strategic Doing Workshop held on Saturday, October 29th. He noted that TEDI was very pleased with the event and that he and McCrory and working through notes and questions to produce a report along with Ed Morrison.

Kidwell informed the Board that her recent event – the Rural Life Antique Show – held at the Douglas County Museum this past weekend was a big success. Not only did the event bring 832 people through the doors of the Douglas County Museum, but the hotels were full, people ate here, and bought gas in town. She noted that her next show – scheduled for March 2012 – should be just as large and that many vendors have already agreed to return to Tuscola for the weekend.

Moody informed the Board that the previous issues of reimbursing McCrory for her cell phone on a monthly basis were no longer relevant. He suggested a monthly reimbursement plan to McCrory after she turns in her bill and paid check. A motion to approve a monthly reimbursement to McCrory – not to exceed \$50 – for her cell phone made by Kidwell, seconded by Dukeman. All in favor, motion passed.

McCrory informed the Board of an opportunity to do some radio advertising with Stevie Jay Broadcasting in the amount of \$2,000. After looking over the package, the Board suggested that McCrory seek out more information about broadcasting times with Stevie Jay as well as other options

with the Illini Radio Group. A motion to approve a \$2,000 budget for radio advertising for the upcoming holiday season in addition to the already placed radio ads made by Truitt, seconded by Dukeman. All in favor, motion passed.

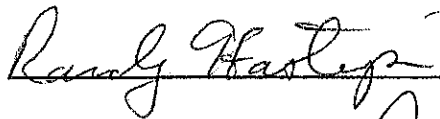
McCrary reminded the Board that Tanger Outlets will be opening at 10 pm on Thanksgiving night for their Tanger Moonlight Sale.

McCrary reminded the Board that the Chamber Thanksgiving luncheon would take place today at 12 pm at Tuscany Steak, Seafood & Pasta House of Tuscola.

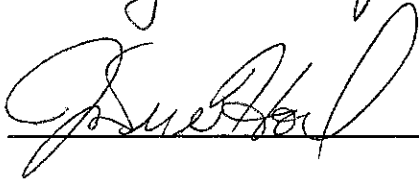
McCrary informed the Board that the next Eggs & Issues will take place on Wednesday, November 16th – 7 am at Flesor's Candy Kitchen – and encouraged all Board members to attend.

Truitt made a motion to adjourn at 9:20 am, seconded by Hoel. All in favor, meeting adjourned.

Next Meeting Date: Tuesday, December 20, 2011 – 8:30 a.m. at City Hall



Randy Hastings, President



Drew Hoel, Secretary