

**Tourism Board Meeting  
August 16, 2011**

Carly McCrory called the meeting to order at 8:40 a.m. In attendance: McCrory, Brian Moody, Donna Kidwell, Phyllis Truitt, Karen Dukeman, and Drew Hoel.

Motion to approve the minutes from the previous Board meeting (July 19, 2011) made by Truitt, seconded by Kidwell. All in favor, motion passed.

Moody updated the Board on the trolley project. He noted that he took a bus mechanic down to Charleston to look at the trolley from Lincoln Springs Resort and the mechanic had concerns about the engine after looking it over. The mechanic suggested to Moody that Tuscola Tourism offers no more than \$5,000 for the trolley. After speaking with the owner of the trolley, Moody noted that he was not willing to sell at that price. Moody also noted that he recently spoke with Elvis Bunch, a representative of Central Illinois Public Transit, and running the trolley service may be something of interest for the company in the future. Moody noted that he and McCrory will continue searching opportunities to rent/buy a trolley.

McCrory informed the Board that she and Moody gave a presentation to the City Council on Monday, July 25<sup>th</sup>. The presentation involved an update of TEDI and Tuscola Tourism activities in the past two years. She noted that she and Moody received lots of positive comments from a variety of attendees.

McCrory informed the Board that the recent City-Wide Garage Sale Weekend (Thursday, August 11<sup>th</sup> – Saturday, August 13<sup>th</sup>) was a large success and the Tuscola Journal had the most garage sale entries they have ever had – 46 to be exact. She noted that many people were in town and there were lots of positive comments about the weekend online. However, one common complaint was the fact that people were not allowed to post signs on street poles and on private property (that was not their own). Hoel suggested for next year that Tuscola Tourism comes up with a few ideas to help solve this issue. Hoel suggested creating yard signs with the Tuscola logo on them and then selling them to garage sellers or even allowing posting on poles for that weekend only. McCrory noted that she will work on ideas for next year.

McCrory informed the Board that she has been working with a variety of artists to organize an art event focused on TCHS Alumni who have been successful in the art world. She noted that she has worked with Jeff Little to create an event that will be held on the Sunday of Homecoming Weekend from 3 to 5 p.m. at Flesor's Candy Kitchen that will feature the work of artist Jeff Little and author Jim Gallagher. She also noted that she will be working with the TCHS Alumni Committee to add the event to the schedule of events for the weekend. McCrory noted that the goal is to make this an annual event where the work of TCHS Alumni can be presented.

McCrory informed the Board of the recent opening of The Pantry – a deli, bulk food, and coffee shop located at 1109 Tuscola Boulevard (near Tanger Outlet Center). She noted that their hours are 9 a.m. to 3 p.m. Tuesday through Saturday.

McCrory informed the Board that Tuscola Tourism's new brochures and maps have all been printed and that she is currently in the process of distributing them to many businesses in town. She noted that she and Moody have received lots of positive comments regarding the information, layout, and look of the pieces. McCrory also noted that the new tuscola.org website has been sent to her for first preview and that she was pleased with the look and layout of the site. She noted that she will be working with Surface 51 for the next month to add content, pictures, and information to the site.

Moody informed the Board of an opportunity to advertise in Business Expansion Journal at a discounted rate. He suggested that this was a good opportunity and that Tuscola Tourism and TEDI could split the cost of the (four) ads - \$1750 each. A motion to approve the cost of advertising in Business Expansion Journal for the amount of \$1,750 made by Hoel, seconded by Truitt. All in favor, motion passed.

McCrory informed the Board of a grant request made by Wheels Car Club for the amount of \$550 to cover the expenses of the entertainment (\$500 - The Artistics) and advertising signs at the railroad tracks (\$50). The request was submitted on July 21<sup>st</sup>, 2011 - after the actual event (which was held on Saturday, June 4<sup>th</sup>, 2011). McCrory noted that she made contact with event organizers in April and May 2011 to inform them of the recent Tourism Grant Guideline changes. She noted that she spoke with two members of the club on the phone and sent them packets in the mail that highlighted the most important changes to the grant guidelines - time of submission & amount of grant money requested. After discussion from a variety of Board members, they suggested that Tuscola Tourism reimburse Wheels Car Club in the amount of \$400 and that McCrory remind the organization that they must turn in their grant request before the actual event and meet all guidelines from here on out. A motion to approve a payment of \$400 to Wheels Car Club from their original grant request of \$550 made by Hoel, seconded by Truitt. All in favor, motion passed.

McCrory informed the Board of the upcoming "Our Town Tuscola" week - Monday, August 22<sup>nd</sup> through Friday, August 26<sup>th</sup> - in conjunction with WCIA. She noted that WCIA is working with a variety of Tuscola businesses to create commercials for the week. She and Moody have been working with WCIA to come up with story ideas about interesting individuals and businesses within the community. WCIA will be featuring two stories each night during the 5 & 6 p.m. news slots and will even be doing the news live from Tuscola on Friday, August 26<sup>th</sup> from the TCHS football field during the season opener of THS football (Tuscola vs. Clinton). McCrory noted that she is working with WCIA to organize the event that night along with a variety of THS organizations including Tuscola POW WOWS. Tuscola Tourism has the opportunity to advertise with WCIA and produce commercials that promote Tuscola. McCrory suggested the \$1,500 package that includes the production costs, airtime, and online advertising. A motion to approve the \$1,500 promotional package with WCIA for the "Our Town Tuscola" series made by Hoel, seconded by Dukeman. All in favor, motion passed.

Moody informed the Board of an opportunity to reimburse McCrory for her recent phone purchase. Moody noted that McCrory's phone died and had to purchase a new one. Because McCrory uses her phone for work purposes on a frequent basis (including phone calls, social media updates and email), he suggested that Tuscola Tourism reimburse McCrory for the amount of \$258.46 - the phone purchase and accessories

(case and protective cover). A motion to approve the reimbursement to McCrory for phone and accessories in the amount of \$258.46 made by Kidwell, seconded by Truitt. All in favor, motion passed.

McCrory informed the Board of an opportunity to do some radio advertising with WDWS for the Illini Pre-Game Show. She noted that the commercials are 30 seconds each at a rate of \$70 per show. With a season of 13 total games, the total package would cost \$2,100 and include all production costs and airtime. Hoel and Dukeman noted that they listen to this show and feel as though it would be a benefit to Tuscola. Dukeman also noted that Tanger Outlet Center receives a lot of business on game days from people traveling to and from Illini games. A motion to approve the \$2,100 package with WDWS for the radio commercials of the Illini Pre-Game show made by Hoel, seconded by Phyllis. All in favor, motion passed.

McCrory informed the Board that she and Moody are working with Chief AJ to organize the first ever National Slingshot Tournament. Chief AJ has worked with the Illinois Department of Natural Resources to introduce legislation in January 2012 to qualify slingshots as a means of hunting during deer season. Legislation is expected to pass and Chief AJ expects that slingshots will be able to be used starting October 1, 2012. To promote this, Chief AJ plans to organize this event, which will bring hundreds (and maybe even thousands) of people to Tuscola during the last weekend of September in 2012. McCrory noted that she is in the beginning stages of planning but that Chief AJ has a lot of great contacts so she expects this event to be quite successful. An update will be available at the next meeting.

McCrory informed the Board that Tanger Outlet Center is hosting their 3<sup>rd</sup> Annual Tanger 5K Run/Walk on Sunday, October 9<sup>th</sup>. She noted that this event brings lots of people to town and that Tuscola Tourism will work with Tanger to promote it.

McCrory informed the Board that she and Moody are starting to work on the 2012 Calendar of Events and that she would like for Board members to send ideas their way for events that can be held in the 2012 calendar year. Moody noted that at the conference he attended last week, a lot of discussion focused on creating small, successful events in your communities, not large, unsuccessful events.

Hoel informed the Board that Tuscola Tourism will work to tighten up compliance with the State of Illinois Open Meetings Act (OMA). He noted that there were substantial changes to OMA a little over a year ago, and there are implications to meeting schedules, minutes, and agendas. There will also be an effort to standardize the payment of bills across departments, in accordance with the auditor's guidance. He noted that McCrory and Moody will work to implement the new changes and that Tuscola Tourism aims to be in compliance with all guidelines by the start of the 2012 calendar year.

McCrory noted that the next Eggs & Issues will be held on Wednesday, August 31<sup>st</sup> at 12 pm at Tuscan Steak, Seafood and Pasta House. She encouraged all Board members to attend.

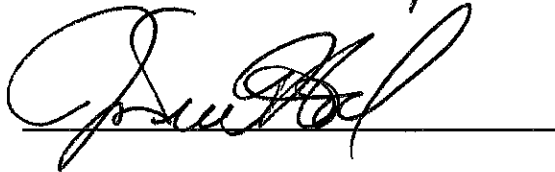
McCrary informed the Board of the upcoming Country Life Antique Show & Sale hosted by Winterberry at the Douglas County Museum on November 11<sup>th</sup> and 12<sup>th</sup>. Kidwell noted that she has received a positive response and has about 12 vendors signed up so far. McCrary noted that she will work with Kidwell to promote the event.

Hoel made a motion to adjourn at 9:40 a.m., seconded by Kidwell. All in favor, meeting adjourned.

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



**Randy Hastings, President**



**Drew Hoel, Secretary**