

Tourism Advisory Committee

January 12, 2023

8:00 am

Minutes

Approved: _____

Janet Haroian

Date: _____

3-9-23

1. Roll Call:

Present

Rich Walker

Charlene Blair

Lisa Bohannon

Janet Haroian

James Arnold

Kimberli Goodner

Sara Berkbigler

Absent:

Beth Schluter

Nancy Schneider

Others:

Elizabeth Grant

Cathy Hensley

2. Public Comment-

None

3. **Approval of Minutes** The minutes from the November 17th meeting were approved.

4. Administrative

a. Tourism Advisory Plan. James is researching plans and will share with the committee as they become available.

b. Community Calendar. Currently the city has multiple calendars with no coordination between them. James has met with Corey Jobe to discuss ways to use the Great Rivers and Routes Calendar for our central calendar. Using the YMCA as a central point of information was also discussed. Brandon Bell, CEO of the YMCA has offered to donate employee hours to a community calendar initiative. Elizabeth will speak with Brandon and invite to a TAC meeting if interested.

The city will add a link to the SIUE calendar on the city's website and SIUE will add a link to their calendar to the city's website.

c. City Marketing. City Marketing resources are to be used for special events that the city is sponsoring or partially sponsoring. The contract with Great Rivers and Routes will soon be due for review and renewal.

d. Campus to Community Committee. James has been meeting with university leadership. SIUE has agreed to put the QR code on the 1800 postcards that are being distributed to incoming freshman.

e. Public Survey. The city has distributed a diversity survey to all residents. The TAC discussed surveying residents using this same model.

f. Guidelines for Tourism Funding. The timeline for an informal budget is early March and April, for adoption on May 1. The TAC will ask for a budget to focus on QR code, GRR and SEO, and to create parameters for these type of services. The TAC will also advise on the GRR contract and budget, independent of a budget being awarded to the TAC. Jeanie will attend the next TAC meeting to review and educate on the hotel tax and how it is distributed.

g. Tourism Grants. Round 2 of funding for Route 66 grants has just become available. Deadline for application is January 31,

5. Old Business

a. QR Code will land on the GRR website. This project continues to more forward.

b. Route 66 Monument. The concrete has been poured. This piece of the project was completed with safety standards and will have long-term durability. The monument is expected to be delivered no later than April.

c. West End Service Station. James continues to meet with the architects every two to three weeks. Bids for construction will go out January 31. Once a contract is chosen, work will begin. James noted that old style petrol pumps will be secured and re-tooled as bicycle air pumps.

6. New Business

a. Route 66 shirts will be sold at the DARE car show. The shirts will feature the mural.

b. The TAC has a page on the city's website.

VII. Adjournment

The meeting was adjourned at 0900.