

# Tourism Advisory Committee

May 11, 2023

8:00 am

Minutes

Approved: \_\_\_\_\_

*Janet Haroian*

Date: \_\_\_\_\_

*6-8-23*

## 1. Roll Call:

### Present

Rich Walker

Charlene Blair

Janet Haroian

James Arnold

Sara Berkbigler

Lisa Bohannon

Kimberli Goodner

Karl Krachenberg

### Absent:

### Others:

Elizabeth Grant

Kathryn Biarkis

Craig Becker

Cathy Hensley

## 2. Public Comment-

Craig Becker and Kathryn Biarkis spoke to the committee about the EHS Alumni Players and their involvement in the Route 66 festivities. The Alumni Players in conjunction/partnership with the Friends of the Wildey, will present "An All About Edwardsville Route 66 Musical Travelogue" on Thursday June 8<sup>th</sup> at the Wildey Theater. This show will kick off the four-day events of the Route 66 Festival.

3. **Approval of Minutes** The minutes from the March 9 meeting were approved.

## 4. Administrative

a. Tourism Advisory Plan. The city is looking at a PGVA Comprehensive plan, which would include tourism. James has asked for examples. He recommended that if we pursue working with PGAV, that we separate out the tourism plan so that it doesn't have to go through the city's Plan Commission with the comprehensive plan proposal. Also discussed options for a public survey, created and managed by DMOProZ. Janet has reviewed James provided from the Quad Cities. There is a possibility that the TAC could implement a survey, but would still need to hire a third party for objectivity and credibility.

b. Community Calendar. Brandon Bell, YMCA Director, is working on a landing page to share multiple calendars. Brandon will drive links to the chamber, school district events, SIUE, and Great Rivers and Routes.

c. City Marketing. Discussed placement of QR code in Plummer Park.

d. Campus to Community Committee- There was a poor showing for the April walking event. Several factors including weather and competing events contributed to this. Discussed an MCT bus transporting students to Goshen market on Saturdays.

f. Recommended Tourism funding:

The budgeted amounts approved at the city council level were as follows: \$75,000 GRR, \$15,000 Tourism, \$10,000 Legion Fireworks, \$20,000 for new Christmas Decorations. This was a \$10k decrease in what was recommended by the committee to the city for GRRTB and a corresponding \$10k increase in the amount for Christmas decorations.

The annual report is due at the end of the fiscal year in June. It was suggested that a memo relaying the tasks completed in the first year of the committee should be sufficient.

## **5. Old Business**

## **6. New Business**

### **a. Route 66 Festival**

The West End Service Station ribbon cutting is on Friday June 9<sup>th</sup> at 0900. General discussion ensued about availability of parking near the service station. James noted that the city is working on possible lease agreements with nearby property owners. Friday evening there will be a showing of the animated movie "Cars" in LeClaire Park. On Saturday June 10 the Route 66 Festival will be held in City Park. June 11 will be a Memories of Route 66 event at the library.

It was noted that there is nothing that says "Edwardsville" on the Route 66 Monument.

b. James reported that Amanda Eckert is interested in serving on the TAC. She is the sales manager representing several area hotels.

## **VII. Adjournment**

The meeting was adjourned at 0915.