

Tourism Advisory Committee

June 8, 2023

8:00 am

Minutes

Approved: Janet Haroian

Date: 7-13-23

1. Roll Call:

Present

Rich Walker
Charlene Blair
Janet Haroian
James Arnold
Craig Becker
Lisa Bohannon
Karl Krachenberg
Sara Berkbigler
Kathryn Biarkis
Amanda Eckert
Kimberli Goodner

Absent:

Others:

Elizabeth Grant

2. Public Comment- none

3. **Approval of Minutes** The minutes from the May 11 meeting were approved.

4. Administrative

a. Tourism Advisory Plan. The city is finalizing a contract for strategic planning with PGVA. James will meet with PGVA separately to discuss a comprehensive tourism plan with them. He will ensure that the tourism piece is separate so the TAC does not need to go through the city's plan commission for each change.

b. Tourism plan outline. The TAC reviewed a plan submitted by Sara. Several changes were suggested, including

- Adding Culinary Tourism to the types of tourism in Edwardsville.
- The "Foodie kind of Town" tag line to be included in the Culinary piece.

- Removing the word “outdoor’ from recreation category, so indoor is also implied.
- Adding the word Colleges under the university heading as to include Lewis and Clark.
- Adding Arts to the Musical and Theatric category
- Promoting Family Reunions in the Tourism area

James will submit these additions to the PGAV for feedback pricing.

b. Community Calendar. Penny Weaver, the new editor for the Intelligencer has volunteered to take on the community calendar project. She will create a form to be used for submissions. When the form becomes available, events can be submitted to the paper and be placed on the community calendar.

c. City Marketing. Discussed under ‘b’

d. Campus to Community Committee- no new information

f. Review and apply for Tourism Grants. There will be a third round of grants for Route 66. Great Rivers and Route will initiate the process.

g. Annual report Janet will summarize the year’s progress for submission.

5. Old Business

a. QR code. Rich has obtained pricing for yard sign type signs to promote the QR code. Lisa moved that the committee approve up to \$300 for yard signs. Karl 2nd the motion. All approved. Rich will get other bids and obtain pricing for window clings. It was noted the QR code only collects the number of clicks and not the users’ personal data.

6. New Business

a. Route 66 Festival

The West End Service Station ribbon cutting is on Friday June 9th at 0900. 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.

There is now a banner near the large Rt. 66 monument that says “Edwardsville”.

There is also a new bike rack that says Edwardsville.

7. Adjournment

The meeting was adjourned at 0854.