

# Tourism Advisory Committee

July 13th 2023

8:00 am

Minutes

Approved: Janet Haroian

Date: 8-10-23

## 1. Roll Call:

### Present

Janet Haroian  
Charlene Blair  
Kathryn Biarkis  
Lisa Bohannon  
Sara Berkgigler  
Kimberli Goodner  
Amanda Eckert  
Karl Krachenberg

### Absent:

Rich Walker  
James Arnold

### Others:

Cathy Hensley  
Elizabeth Grant  
Jo Gibson

II. **Public Comment-** Jo Gibson spoke to the TAC about collaboration with other committees. Jo is on the Bike and Pedestrian Advisory committee. The goal is to promote active healthy living in a collaborative way. Her suggestion is that a member of each group attend a monthly or quarterly informal meeting. The meeting could be a luncheon, dinner, or coffee meeting. A representative of each group would discuss their group's goal and determine if there is any overlap. This would help maximize resources and decrease any duplication of efforts. The TAC expressed concerns about public notice and OMN. Jo asks that anyone interested contact her at [jgibson@siue.com](mailto:jgibson@siue.com)

III. **Approval of Minutes** - Charlene had a correction to the June 6<sup>th</sup> minutes. The words wedding, culture and history need to be added to the tourism advisory plan.

#### IV. Administrative

##### a. Tourism Advisory Plan.

The PGVA Comprehensive plan for tourism has been presented and costs \$60,000. As this is beyond the budget, Sara suggested that we ask PGVA to collect data as a starting point for the plan. Cathy will ask Great Rivers and Route what kind of data they collect specific to Edwardsville. She will also ask PGVA if they can just do the survey. Tourism is not a core area of expertise at PGVA and the TAC may be better served by a company with more experience specific to tourism,

A.1 Another option for the plan is to get a quote from Bill Giest at DMOProz. James will contact Bill for a quote. Cathy is a member of a broad communications group regarding tourism. She will ask about their experience with various consultants and what value it brought to their mission.

**Community Calendar.** There have been no updates regarding the community calendar from Penny Weaver. Cathy will contact her for the status.

c. **City Marketing.** Discussed the Road to Wimbledon video and the impact it had on the event. The "everyone promote everything" strategy is effective.

d. **Campus to Community Committee-** no new information

e. **Review and Apply for Tourism Grants-** There is a 3<sup>rd</sup> round of funding tied to GRR for Route 66 specific events.

#### V. Old Business None

#### VI. New Business

a. Route 66 Volunteer group- The goal of this group is to promote centennial information.

It was also noted the area of 157 near the monument and the Lizotte Building is being resurfaced.

#### VII. Adjournment

The meeting was adjourned at 0903.