

Tourism Advisory Committee

October 12th, 2023

8:00 am

Minutes

Approved: Rich Walker, Acting Chair

Date: 11/9/23

1. Roll Call:

Present

Janet Haroian
Amanda Eckert
Sara Berkbigler
Kathryn Biarkis
Lisa Bohannon
Rich Walker
Craig Becker
Dillon Borri

Absent:

Charlene Blair
Kimberli Goodner
Karl Krachenberg

Others:

Cathy Hensley
Elizabeth Grant

I. Roll Call

II. Public Comment- none

III. Approval of Minutes –

- a. Two changes are to be made to the Sept 14 agenda. Minutes approved with the changes.

IV. Administrative

- a. Tourism Advisory Plan.

James presented the plan he received from DMO Proz and led a discussion on the plan. The price is \$30,000 and more options are to be explored regarding developing a tourism plan. James will get the details of PGVAs plan and the GRR plan to see what information already exists that could be used and where the specific lack of data may be.

b. Community Calendar. There has been no update from Penny Weaver at the Intelligencer. Kathy will follow up with her.

c. City Marketing. The "Find your Fun" QR code is live and functional. There was discussion regarding the promotion of the code. Everyone is at liberty to use the artwork. Some suggestions were window clings, stickers and distributing it to residents in their water bills. It could also be included in a welcome packet for new businesses. Kathy will order 250 stickers and 50 window clings. Rich will begin work on the monument signs. There was also discussion regarding the best way to get the code to people outside of Edwardsville.

d. Campus to Community Committee- The homecoming has been moved from City Park to the campus due to weather. An event called the "Continental Convo" will be held at the Wildey. SIUE and LCC leadership will participate and discuss ways to enhance communication. Students will also attend.

e. Public Survey- Waiting for DMO revised proposal.

f. Guidelines for tourism funding. Janet requested more frequent updates, perhaps quarterly. This will allow the committee to better understand what funds are available and how to spend it.

g. Review and Apply for Tourism Grants- Round 2 of Rt 66 grant submission is due December 31. A new entrance sign that says Route 66 will be paid for by grant. The monument is going to have Edwardsville on it, so the banner will be removed. There is a Round 3 in state 3.3 million dollar grant that will be on going through the 100-year anniversary.

James is waiting on a Festival and Attraction Grant. This could possibly include hosting a music festival.

h. Annual Report- No new developments

j. Route 66

Janet asked when the road/sidewalk construction in front of the West End Station would be completed. Progress is being made but the date is to be determined.

V. Old Business

Amanda has gathered data regarding hotel stays and is waiting for approval from her leadership before she can share.

VI. New Business

The Miles of Possibilities Conference will be held at the Wildey Theater Oct 31st through Nov 3rd.

VII. Adjournment The meeting was adjourned at 0905.