

Presented
8-27-18
Council



CHILlicothe MARKETING & TOURISM COMMISSION
MEETING MINUTES
August 1, 2018

MEMBERS PRESENT: Amanda Oedewaldt, Patty Pierson, Tiffany Moore
Joe Harper, Kevin Yates, and Amanda Beadles

MEMBERS ABSENT: Dan Colwell, Paresh Patel, Shirley Loser, Nancie Cassidy,
Michele Pollack, Nathenia Zich and Nick McMillion

OTHERS PRESENT: Mayor Don White, and Director Parker

The meeting was called to order at 3:31 p.m.

Mayor White gave an overview of income and expenses from our M & T Fund. Our largest expense to date has been our membership to the PACVB which was budgeted for but we are in line with the budget.

Director Parker read an email that was sent out by Kaci Geier from the PACVB earlier in the day. Since Kaci was not present at the meeting she shared the email. It read as follows; "Hi Chillicothe Business Owners! I've talked to most of you about the opportunity to have our videographer come in to create a commercial for you at the rate of \$100.00. For those who haven't heard about this, I wanted to let you know about the opportunity: The commercials are around 15-30 seconds and he'll come in and film and edit, then it's yours to use for any promotions! Andrew Bara, our videographer does an awesome job and is excited to work with you! It's looking like he'll be able to get started towards the end of the month. Please let me know via e-mail if you plan on participating, and I'll connect you with Andrew to get a time scheduled".

Amanda reported that the corn boil was successful and overwhelming. They ran out of everything except corn and baked beans. They served approximately 498 meals. Joe reported that his store was full the whole time and they had very good sales as well. In all everyone was pleased with the event. Amanda also suggested that maybe next year the cooking of the corn be moved to the center of the event across from where the entertainment always is so that people can see the corn cooking and that people be allowed to just purchase corn and not have to purchase a whole meal, they could go to the various food vendors and pick up the rest of their meal and just pay one price for the all you can eat corn.

Discussion took place in regards to the video that is going to be made via the County to Market Chillicothe. There was talk about the various ways that video can be used once completed; Facebook, you tube, purchase regular TV spots and other social media outlets. Director Parker reminded the group that the filming for the video will be on Friday August 10 starting at 9:00 a.m. and that she may be calling of some of them to use as extra's in the video if needed.

Kevin reported that the Brian Fox Ellis presentation was still on the books for November at Shore Acres.

Next was discussion about the billboard on Rt. 29. The bill board was initially started to help promote events that were going in in the City to help get the word out about those events. Director Parker mentioned that maybe it's time for the City to pass the paton to the Chamber in regards to the billboard and other marketing related things that pertain to individual businesses. She stated her role is to market the City as a whole and not be responsible for individual businesses, she felt that is more of the Chambers role. That is what helps with drive Chamber membership. Kevin agreed that the Chamber would like to get more involved in the marketing of the businesses. He stated that the Chamber will be looking at doing some things differently. They are working on some things that will help grow their membership. The Chamber's new website is coming and some other things.

There was also talk about coming together to have one large Chillicothe event. Morton has its pumpkin festival, Elmwood has its strawberry festival and Tremont has its turkey Festival so Chillicothe needs its own festival. We have many small events but not a large event that draws people from other communities. It was suggested that maybe wrapping Claud Elen Days with the Taste of Chillicothe/Downtown Thursday vendors, City Wide Yard Sales as one big event that would last for several days, Thursday through Sunday or something like that. Amanda stated that so much work goes into putting on the Claud Elen days and that a meeting has been scheduled with a group of folks that want to work on it for next year. She invited anyone who has an interest in helping to come to that meeting. Mayor White stated that he would pull together a white paper that goes over all the events and can be used to help craft a new event or at least help to see what we have to work with and go from there with planning the next steps.

There being no further business the meeting was adjourned at 4:25 p.m.

Respectfully submitted,
Rachael Parker
Staff Liaison for the Marketing & Tourism Committee