

Chillicothe Marketing & Tourism Commission
Meeting Minutes
December 6, 2017

MEMBERS PRESENT: Amanda Oedewalt
Joe Harper
Tiffany Moore
Kevin Yates
Nat Zich
Michele Pollack
Nancie Cassidy
Nick McMillion
Kaci Geier
Mayor White

MEMBERS ABSENT: Rachael Parker (Medical Leave)
Danny Colwell
Lowell Bennet
Parish Patel
Carrie McIntyre
Shirley Loser

OTHERS PRESENT: Karen Moewe

The meeting was called to order at 3:30. Minutes of the previous meeting were distributed; no corrections were noted.

Introductions were made; welcoming Nick McMillion.

Mayor White reported that Rachael Parker will return from medical leave in December 13.

Kaci Geier gave a presentation of the benefits of the City and businesses becoming members of the PACVB. There would be cost to the City of \$5,000 which has benefits to the City, and allows the City to designate ten businesses in town to join at a discounted rate. Mayor White voiced his support, as did the others present, but he explained that this is not a budgeted item. Kaci offered to make a presentation at the next City Economic Development Committee Meeting.

Next, we discussed an initiative underway to create a "Illinois Valley Sales Drive"; much like the long-standing Spoon River Drive. At least this year, this initiative is being led by Mr. Gerald Kuczera. This drive would extend from Seneca, Illinois, and terminate in Chillicothe, and the first event would occur on May 19 and 20, 2018. The intend to create a web site promoting the event. Discussion ensued that generally decided that there isn't time to establish a viable web site; facebook might be a better promotional tool. Also, it would be a good idea to reschedule the Chillicothe city-wide garage sale to coincide with the event; along with any other events by residents and businesses in town. In conclusion, the group decided that there would be nothing to lose in telling Gerald that we would be willing to be included. Tiffany and the Chamber will take the lead in this endeavor.

Next, Michele reported that she has been approached by Jeff Wallen who explained that he would like to hold the volunteer after party following the Brad Wallen Tournament to Chillicothe rather than the Louisville Slugger venue used for the last event. The event draws about 2,000 people and provides food and entertainment appreciating the volunteers that assist the tournament. Several options were discussed

for potential locations in town and it was decided that Michele, her husband, and Karen would meet with Jeff to discuss options next week.

Next on the agenda was the billboard on Route 6. Mayor White reported that the advertising for Nat's/Cedar house has run its course; Nat stated that she needs to pay her fee. The billboard is now advertising "Shop Small; Shop Chillicothe". Mayor White also reported that, in reviewing records, it does not appear that any payments have been made by for-profit advertisers; and, with expenses outpacing income, the budget has reached its maximum. Amanda reported that Castaway's has made a payment and she offered to find and submit her cancelled check. Joe was asked to provide a list of all advertisers since the beginning of the year.

Next on the agenda was the notion of creating a "Downtown Association". Mayor White explained that, in his opinion, the downtown businesses need to better coordinate and cooperate in order to make downtown Chillicothe a designation point for visitors and shoppers; all seemed to understand and agree. He explained that this shouldn't be a City program but a program led by the downtown business owners, and asked for suggestions on how we could promote the businesses to form such an organization. After discussion, it was decided that the City should invite downtown businesses to a meeting to present the idea, and that Kaci should help moderate the meeting as a neutral bystander; she has been involved in a similar process in Pekin.

Next on the agenda was the Chillicothe facebook page. This needs to be all-inclusive not only promoting business events, but also not-for-profit events – IVC, Casting Club, veteran events, Chamber events, Church events, etc. We need to draft a list of all of these entities that should be involved; then Rachael, the Mayor, and Kaci will meet to strategize a plan of attack.

There being no further business, the meeting adjourned at 4:30.

Respectfully submitted,
Mayor Don White