

CHILLCOTHE MARKETING & TOURISM COMMISSION
MEETING MINUTES
May 1, 2019

MEMBERS PRESENT: Joe Harper, Nick McMillion, Patti Pierson, Olivia White, Shirley Loser, Kevin Yates, Lelonie Lutz, Mayor White, Director Amanda Beadles, Sarah Sights

MEMBERS ABSENT: Dan Colwell, Paresh Patel, Michele Pollack, Nathenia Zich, Nancy Cassidy, Amanda Oedewaldt, Gus Krantz

The meeting was called to order at 3:30 p.m.

Budget Review – Mayor White reported 79% of the budget was spent in 2018-2019 year. New budget 2019-2020 began May 1.

Upcoming Events – Downtown Thursdays 2019 event dates: June 27-Comic Book Superheroes, July 25-Corn Boil, August 29-Back to School

Old Business:

Ride the Rails – Director Beadles reported there were approximately 17 vendors confirmed for May 18th.

Joe – Received 1,000 bags and brochures from PACVB. He shared a coupon flyer he is working on that will promote local businesses. 2nd street side is nearly complete. He has 4th street businesses to complete.

Lelonie – reminded shuttle bus pick up and event parking signs still needed completion.

Nick – confirmed he would be taking photos the day of event.

Mayor – Mayor proposed we lock in the 2021 date. Requested Nat's place and The Grill2 be reminded about the event happenings. He also said to contact Sean to discuss the designation of the Wildlife Prairie Park Trailer.

PACVB Update – Lelonie stated the 4th quarter PACVB email went out. She asked everyone that had not received the email to check their spam folder.

Chamber Update – On May 15 at noon, Wolf Hollow will be the showing of the Jeff Walen Tournament movie called Safe at Home. New Chamber members are Cuddles for Kids, Freedom Paws, St. Edwards School and Blankenship Upholstery. She also reported the Chamber newsletter would be a weekly event.

Claud Elen Days – Amanda Beadles reported the event would be from June 5-8 and the city entrance signs are out.

Murals for Local Business – Joe mentioned the city of Streator and Wall Dogs. Sarah suggested graphic canvas and volunteered Greg Owens to lead a subcommittee for this project.

Marketing/Promo Subcommittee Report –Mayor, Amanda Beadles, Olivia, and Amanda Oedewaldt would meet to go over the 2020 combined festival.

Marketing Ideas: Committee brainstormed marketing ideas.

- Need to market Chillicothe as a whole (Education, Housing, recreation, safe place, Downtown businesses etc.) Guide booklet with photos of the experience one can have in Chillicothe.
- Tri-fold flyers may be low cost
- Encourage locals shopping local
- Alliance with other towns (Henry, Lacon, Chillicothe)
 - Spring Shop Hop card (4 Lacon, 3 Chillicothe businesses)
- Downtown Thursday
 - Utilize Newspapers (Bulletin & Chronical-mailed). Add Downtown Thursday agenda to promote activities
 - Scavenger Hunt success
- Realtors Walk
- Chillicothe Markets
 - Those that never leave
 - Families wanting a good education for children
- Increase Social Media Exposure
 - Facebook
 - Snap Chat

Announcements:

Kevin reported the pool will be open for Memorial Day only. Since school is in session it will be closed right after the holiday and a full opening will be June 1st.

Summary:

Council Agenda Items – None

Chair – Actions – None

Sub Committees – Actions – None

There being no further business the meeting was adjourned at 4:30 p.m.

Respectfully submitted,

Amanda Beadles

Staff Liaison for the Marketing & Tourism Committee