

CHILlicothe MARKETING & TOURISM COMMISSION
MEETING MINUTES
May 2, 2018

MEMBERS PRESENT: Amanda Oedewaldt, Patty Pierson, Nancie Cassidy
Michele Pollack, Nick Mc Million, Joe Harper, Kevin
Yates, Nathenia Zich, Kaci Geier and Amanda Beadles

MEMBERS ABSENT: Dan Colwell, Paresh Patel, Shirley Loser Karen Moewe,
Tiffany Moore

OTHERS PRESENT: Mayor Don White, Director Parker

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

Mayor White stated that for budget review, our fiscal year just started on May 1 so we have not spent any money to date in this year's budget. Next he talked about agenda items and stated that this committee would rarely have an agenda item. This committee reports to the EDC committee so any action taken Director Parker would share that information with the ED committee and from there items can be placed on the City Council Agenda. This is just to clarify the process of things coming out of this committee..

Mayor White shared that Brian Fox Ellis will be here in Chillicothe. He is a story teller that has been around for decades. He received a grant to do Tracing Edwards Trace story which he will do at Share Acres\ on Sunday November 11, 2018. The trace covered 3 communities, Springfield, Peoria and ends in Chillicothe. He tells the story from the pioneer's view point and then tells the story from the Indians view point. He is very well known. Mayor White asked Kevin to take the lead on this since its being held at Shore Acres and Kevin has already been involved in the arrangements of this event. This should bring a nice group of people out to here this story.

Director Parker reported that the Downtown Thursdays will be starting up here again next month. There will only be 3 this year. We are not having our May date because in the past that has been the least attended both vendors and community. The first is the Taste of Chillicothe which will be on June 28. The question was asked if we needed to choose a rain date or move the event to another location. The issue is the restaurants will have prepared a lot of food so it's hard to call it off. A number of places were mentioned. Amanda from Pearce Community stated that she would look into Pearce being the rain relocation spot. She will report back to Director Parker if that is an option for us. Once that is confirmed flyers will be created with that information on it. The remainder will be July 26, the Annual Corn Boil and August 30 is the Back to School Bash. Mayor White stated that on the Council Agenda for Monday night the ordinance will be voted on to have open container so that people will be able to take a drink from one of the liquor establishments on 2nd Street out onto the street where the street market is taking place.

Next item was the CGN contract that the city has entered into with Peoria County. Director Parker was trying to arrange for a representative to attend the meeting to better explain what the cost would be for our businesses to have a video ad made so that they too can be featured along with the City's video clip. The city will have a video made where we will show some of our highlights and then any local business that wants to participate can have their ad alongside the city's ad. Director Parker will make sure that this committee gets what the cost is to be a part of this effort.

Director Parker shared with the committee her visit with Luke Kinzler who came to look at some of the building downtown to possible do a mural. This committee has talked about having some murals done in town. Luke was excited about the opportunity to possible do some of his work here in Chillicothe. He came as a referral from Nick McMillon. Nick stated that Luke had done some murals in Pekin for a coffee shop and a few other places. Director Parker asked the committee their thoughts on do we want a theme throughout the town or, all murals different; maybe we review a list of properties that are potential canvases for this project. Kevin stated that they could use a refresh of paint at Santa Fe Park. Mayor White suggested that we all come up with a list of potential buildings, and that the committee members send their suggestions to Director Parker so she can compile a list. Director Parker suggest that we could create our own event like the Wall Dogs maybe call it, Paint the Town, use a number of artist that have done murals before maybe the paint is provided by the city through our façade program. This is something we can think about. Kacie stated that Peoria Started Big Picture Fest and that maybe we should check with them to see how they created their event. It was suggested that for an overall theme we should push for the history of Chillicothe, maybe depending on what the building was the panting represents that history. Director Parker asked if the committee wanted her to continue to reach out to artist to see if we can generate interest, the consensus was yes.

Mayor White and Director Parker stated the list of businesses that will be a part of the city's 10 discounted memberships:

1. Historical Society
2. Little Land of Candy and More
3. Castaways
4. Triple Dipple's
5. Cedar House/Nat's Place
6. Wolf Hollow
7. Pearce Community Center
8. Covered Wagon
9. To be determined
10. To be determined

The City's membership comes with lots of perks. Full page listing on PACVB Website, with a link back to our own website, listed in experience guide, invited to the quarterly socials, ability to put a coupon in the coupon booklet (one coming out in July), can put events on their calendar of events, businesses can give brochures to them for them to put

out at various locations when they have events in town. They have a web series that she sits down and visits with the individual about the event and that video is on their website.

Michell reported that they are hosting an event in conjunction with the Brad Wallen Tournament on June 2nd at Wolf Hollow there will be 2 Bands, Pool Tournament, Bags Tournament, Food, and other fun things going on that day.

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

