

CHILLICOTHE MARKETING & TOURISM COMMISSION
MEETING MINUTES
March 6, 2019

MEMBERS PRESENT: Amanda Oedewaldt, Kevin Yates, Joe Harper, Nick Mc Million, Patty Pierson, Tiffany Moore, Mayor White, Director Parker

MEMBERS ABSENT: Dan Colwell, Amanda Beadles, Paresh Patel, Shirley Loser, Michele Pollack, Nathenia Zich, Kaci Geier, Nancie Cassidy

Guest: Lelonie Luft – Peoria Area Convention and Visitors Bureau

The meeting was called to order at 3:32 p.m.

Budget Review – Mayor White went over the M & T budget. We are staying within our budget and everything seems to be going as planned.

Easter Egg Hunt – Patty reported that flyers will be put out to all businesses in regards to the hunt. The main thing is that there will be only one easter egg hunt this year instead of two. The Optimist club has joined forces with Shirley Loser who headed up the downtown merchants hunt at City Park. The new name given to the event is The Chillicothe Merchants Easter Egg Hunt. They will have 12,000 eggs to give away. The museum will be open that day for a few hours. Also at this event the Disney Princesses will be walking around and Reggie Riverside and Unique Twist will be there. There is no charge for this event.

Old Business:

Ride the Rails- Director Parker reported that ticket sales were going very well. The 10:30 am ride only has 1 ticket left. She stated that Pearce will no longer be selling tickets because of some issues with keeping track of sales with all the part time help they have it was just too hard to keep everyone on the same page. They will however be a pick up place for special circumstances over weekend pickups. We have special arrangements for that if and when we may need it. We are still looking to get more vendors so everyone was asked to spread the word on that. No fee to set up, just ask that they call and let Rachael know they want to be in the park. The question came up about using the fire station for vendors if the weather was bad. Director Parker said that she would have to check with the Fire Chief about that and get back to the committee. Everyone talked about ideas on how the day would go and what information folks needed to have. The Mayor stated that a number of things were mentioned but who is going to do what so assignments were as follows:

Rachael- Continue to coordinate vendors and work with police chief for parking and traffic concerns and fill out the special event request form for council approval for the park and partial closing of Cedar Street.

Tiffany- She will put together an itinerary for activities going on that day not only in the Park but throughout the city so people will know what all they can do while in town on May 18th.

Joe – Will work with merchants to get a coupon booklet put together. It was recommended that he ask each of the merchants that want to participate to supply their own coupon for the booklet.

Nick- Will be taking photos to capture the day's activities so that it can be used for future advertisement and to post on Facebook or provide to news media.

Kevin – Will help with marketing the event, getting the word out through social media.

Patty – Will be working with Historical Society gathering things for their booth they will have out that day of the event.

Lelonie – Will allow us to use PACVB message boards for signage that day as well as she will check to see if the Explore Peoria Bus can be used to help shuttle people from parking at ALCO lot and or other places along the way to the Park.

PACVB – They will be hosting a breakfast at the Gateway Building on March 28 all were invited to attend to see what's happening with the convention and visitors bureau. Lelonie talked about some events coming in April and May. National Tourism week (consist of 7 counties) that they help promote and restaurant week where again they push marketing for various restaurants both members and nonmembers. That is used as a promotion to help gain more membership as well.

Marketing Brochure -Director Parker said that she has not moved forward on this project due to the fact that she will be leaving her position at the city and felt like this could be a good first project for her replacement to have some input on what that marketing brochure would look like and felt like that would be a great opportunity for the new person to get to know all the businesses.

Discover Chillicothe Facebook Page – Discussion took place on who manages the page and who advertises on it. Joe reported that he created the page simply to have a site where all Chillicothe businesses could post their specials or advertisements. It was mentioned that maybe the site should be taken down, but majority like that it was there because it just provides another way to get the word out of things going on in Chillicothe. The Mayor would like to have a disclaimer put on the site that this is not a City sponsored site. Lelonie said that there is a way for businesses to make a post on their own site and it can automatically be

shared to the Discover Chillicothe site that way no one would have to be the main person keeping things going on this site.

Billboard Update-Chamber – Tiffany reported that the billboard is full and that everyone seems to be pleased with the results they are getting from the usage. She anticipates the Chamber continuing the use of the board next year as well.

Event Sub Committee Update- Mayor had no update at this time.

Summary:

Council Agenda Items - None

Chair – Actions - None

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

