

CHILLICOTHE MARKETING & TOURISM COMMISSION
MEETING MINUTES
June 6, 2018

MEMBERS PRESENT: Amanda Oedewaldt, Patty Pierson, Tiffany Moore
Nick Mc Million, Joe Harper, Kevin Yates, Kaci Geier and
Amanda Beadles

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

OTHERS PRESENT: Mayor Don White, Director Parker, Karen Moewe

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

Mayor White reported that since the last meeting some funds had been spent mostly for advertising. Director Parker stated that most of the advertising dollars are spent on the front half of our budget cycle due to a number of summer events then it tapers off in the fall.

Director Parker introduced the guest speaker from WEEK/HOI, My59 John Barkoviak who gave the group information on putting together a commercial or several commercials to market the City of Chillicothe as a whole or individual company. He went over cost of filming the commercial footage to the cost of running a TV spot on one or more of their stations.

A second presentation was made via a conference call from a representative from CGI and the Peoria County marketing project. With this company it is not TV its web based advertising. Peoria County selected the City of Chillicothe as one of their cities to promote on their website as being a part of the County. This opportunity opens up to our local businesses that if they would like to advertise alongside the city's ad they can for a cost. Information was given in regards to their process for getting the video's put together along with the cost for running the ad.

Both presentations gave out good information and now it will be up to the committee to decide how they would like to continue the market the city and its events if they so choose not to continue with billboard advertisement or try to do some type of combination. Someone also mentioned radio and had anyone looked into rates, the response was no and that it could be put on the table for consideration.

Kacie from the Peoria Area Convention and Visitors Bureau also stated that they too can put TV ad's together for about \$100. That video just like the video's from the 2 other presenters becomes the property of the business owners so that they can use them in other places without having to pay for another production cost.

Mayor White stated that we are swimming in opportunities right now to advertise, what he suggested was that Kaci put together a list of options and bring back to committee.

Kaci said that she would work with Director Parker to put a list together for our options to consider.

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

