

CHILlicothe MARKETING & TOURISM COMMISSION
MEETING MINUTES
August 2, 2017

MEMBERS PRESENT: Kevin Yates, Nancie Cassidy, Tiffany Moore,
Bianca Williams, Council Member Trish Connor

MEMBERS ABSENT: Dan Colwell, Lowell Bennett, Paresh Patel, Carrie
McIntyre, Karen Moewe, Joe Harper, Amanda Oedewaldt,
Nat Zich, Michele Pollack, Shirley Loser

The meeting was called to order at 3:37 p.m.

Director Parker called the meeting to order and asked for approval of the prior meeting. Minutes. Motion to approve by Kevin Yates and 2nd by Tiffany Moore to receive and file.

Discussion took place in regards to the billboards and if that was a means of advertisement that we still wanted to continue with and did we want to look at doing a second location. Director Parker shared that she had talked to Adams outdoor and they would be more than happy to come and meet with the committee to go over options and cost. Director Parker had asked in her conversation with Adams about them just sending over the information. She should have that information to share at the meeting next month. There was discussion about putting together a brief video that could be shared on U-tube, shared on some websites like the Park District, City, Pearce. Kevin mentioned putting the video back on that he and Carrie were in that helped with attracting families to Chillicothe.

The consensus was that there are several ways we can and should be taking advantage of marketing opportunities especially those that are free. At the next meeting more specifics will be brought back by some of the members on how we can get started on doing some of those promotions. Bianca is going to bring the information on what we need to do for those businesses that want to have a coupon in the enjoy Peoria marketing materials and in their annual visitors guide.

There being no further business the meeting was adjourned at 4:18 p.m.

Respectfully submitted,
Rachael Parker
Staff Liaison for the Marketing & Tourism Committee