

CHILLICOTHE MARKETING & TOURISM COMMISSION  
MEETING MINUTES  
March 7, 2018

MEMBERS PRESENT: Joe Harper, Amanda Oedewaldt, Patty Pierson, Kaci Geier  
Nathenia Zich, Michele Pollack, Karen Moewe,

MEMBERS ABSENT: Dan Colwell, Paresh Patel, Carrie McIntyre, Kevin Yates,  
Nancie Cassidy, Tiffany Moore

OTHERS PRESENT: Mayor Don White, Alderman Connor, Sarah Sights

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

Director Parker started the meeting out with talking about the new billboard application. She stated that each member received a draft copy of the changes made to the application and asked if there were any additions, deletions or corrections. None were mentioned. Director Parker informed the committee that if they continue to renew the billboard contract for another year we would not have enough money in the budget to cover it, even with the paid spots that we have planned. The facts are that the hotels and not bringing in as much as they had been in the past. A number of factors contribute to that. The billboard cost the city \$1,050 per month. We only charge \$400 or now \$200 for NFP to place an ad. Director Parker suggested that we not renew the billboard and move to doing some TV commercials. She stated that we can control the cost better because we can determine the number of times we want to run the ad and the time of day all those are contributing factors to the cost of the TV commercial. Also the TV station said that numerous businesses can run alternating spots along with the Discover Chillicothe header. Amanda mentioned that she has run radio ads before and they were successful, she did not feel like her TV spots were as successful. Nathania also mentioned that they have run TV ads for a couple of their businesses and have found great success in it. The time of day and the number of times an ad is ran, all plays a large part in its success or failure. There was some discussion of possibly getting a cheaper billboard location or increasing the price that the city collects from the businesses; consensus was to bring back more detailed information on the commercial and how that might work out within our budget.

Next was building murals. Director Parker stated that Sarah Williamson has offered up her building located on the corner of Pine and 2<sup>nd</sup> across from the coffee shop, to have a mural painted on the Pine Street side of it if we were to find anyone interested in doing it. It was mentioned the Greg Owens from the Downtown Business Association had done some research on murals and that we should connect with him to see what information he has and work together with that group to see what other properties might be on board to get murals on their building and do something possibly throughout the city. A few names were mentioned of people that do murals along with getting some information from the City of Peoria on their mural project they are working on.

Director Parker shared with the committee the grant information. She passed out the application from the Community Foundation out of Peoria. They service all of Peoria County and she wanted to pass the information on so that everyone would know who they are what they do and if there are opportunities for anyone in Chillicothe to take advantage of they should. The only other local grants were through the Chillicothe Foundation. They don't have any formal application one just submits a detailed request on what it is they are trying to accomplish and what they want from the foundation and it is reviewed by their board to see if it is of interest to them and fits within their mission. There are other local clubs that give out scholarships for various things but not grants.

Kaci talked a little about the perks that come with being a member of the Peoria Area Convention and Visitors Bureau. The main topic was what or how are we going to determine how the 10 discounted memberships were going to be handled. The options are to use that dollar amount of the savings that 10 companies would have had and spread that out over all of the companies that are interested of being a part of the PACVB. Doing it that way everyone gets a little discount instead of just 10. Director Parker will reach out to see how many businesses are interested in being a part of the PACVB and bring that information back to our April meeting since the new fiscal year starts in May and that is when the city's membership can help get those discounted 10 members.

Mayor White and Director Parker went over the new budget for 2018-2019 again showing the difference in renewal of billboard and where that leaves us or ending it and using whatever funds left for other things if commercial is not what the committee wants. Mayor White stated we will come back with a balanced budget at the next meeting after we work through the numbers and make some adjustments.

Director Parker shared with the committee a flyer she received from the City Clerk of a \$5.00 burger campaign. It was where a community had a punch card and they could go to any of the restaurants on the punch card and get this \$5 burger deal that was made special just for this promotion. The whole idea was for people to patronize a number of restaurants trying about the different burgers and helping to increase revenue. It was mentioned that we could do something like this but it would not have to be burgers it could be the X special meal the X would be used in all the restaurants for example every restaurant you go into has a \$5.00 Chlli Meal Deal. Some thought will be put behind it and will discuss at the next meeting due to meeting having to move on due to time constraints.

#### Old Business:

**Illinois Valley Drive Update** – Will take place on May 19 & 20<sup>th</sup> everyone is pretty much on their own if they want to take part in this event. Neither the City nor the Chamber is taking a lead on this event.

**Events FB Page update** - There are some people using it, but not everyone is on yet. Once more people get on the better it will get.

**Downtown Business Association Update** – They are continuing to meet and move forward. At the last meeting they talked about their Facebook page and that Joe Harper is

willing to assist businesses with help using Facebook. The also will be approaching each building owner downtown in regards to parking concerns  
Brad Wallen Update- the City will have an ad in the booklet that is passed out to all team players. Also they will be on the billboard in April

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

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