

Chillicothe Marketing & Tourism Commission  
Meeting Minutes  
November 1, 2017

MEMBERS PRESENT: Lowell Bennett  
Amanda Oedewalt  
Joe Harper  
Mayor White

MEMBERS ABSENT: Rachael Parker (Medical Leave), Dan Colwell, Tiffany Moore, Kevin Yates, Nat Zich, Karen Moewe, Michele Pollack, Parish Patel, Carrie McIntyre, Shirley Loser, Nancie Cassidy

Others Present: Alderman Trish Connor, Kaci Geier for PACVB

The meeting was called to order at 3:30 P.M. Minutes of the previous meeting were not approved. Mayor White presided over the meeting in Rachael's absence.

The first agenda item was the downtown Christmas Decorations. Mayor White showed the banners that the City recently purchased to be hung on the light poles. Those present expressed their approval. The City is also purchasing garland to be installed on the light poles. Alderman Connor reported that the Shademakers will be decorating the downtown planters.

The second agenda item dealt with the billboard on Route 6. Mayor White reported that the billboard was updated yesterday with an advertisement for Nat's Place/Cedar House. Mayor White then reported that the line item expense in the M&T budget for the billboard was approaching 100% at the approximate midpoint of the year and, in Rachael's absence, how monies were to enhance the line item by way of advertisers paying for ads on the billboard. It was explained that not-for-profits and event advertising did not pay, only for-profit advertisers. Mayor White will check to see if monies have been received that might offset our costs to date.

We then discussed who would be next to advertise. Joe reported that he and Rachael coordinate this and that "Shop Small" is next, then "Bald Eagle Days". Mayor White asked if there was a calendar available and Joe said he would distribute it.

The third agenda item was the Chillicothe Facebook. Mayor White stated that he was told by Rachael that the committee was made up of Joe, Tiffany, Nat, and Michele, and asked for a status report. Joe stated that the committee was only Tiffany and himself as no one else showed up for a meeting. This led to a conversation about things such as a face book page versus a web site, search engines, the title of the page, etc. Kaci reported the Peoria' page is named "Enjoy Peoria and that other nearby communities are also naming theirs "Enjoy \_\_\_\_". Mayor White reported that he attended a session at the recent Illinois Municipal Conference about this very topic and therefore has some insight. He also reported that he has formed a Task Force of community organizations that have been discussing a coordinated effort at least linking all community organization to one another. He suggested that we should redirect our committee to

be more inclusive; Kaci should be involved. It was also suggested that we ask for assistance from Bradley University.

The fourth agenda item dealt with an advertising opportunity in the Pearce Community Center Guide. The ad might be a list of community events or a listing of local businesses (presented). Because the list of local businesses was not up to date, and that a listing of community events does not presently exist, we could not have camera-ready art work available by the print deadline of tomorrow. And so, Mayor White will contact Pearce and let them know we will pass on the opportunity.

As a part of the conversation about a listing of community events, it was discussed (as in previous meetings) that Chillicothe has a multitude of events while other communities have only one major event; i.e., the Tremont Turkey Festival, the Morton Pumpkin Festival, East Peoria's Tree of Lights, etc. If Chillicothe had only one or two major festivals, and highly advertised them, it might bring more people to town. It was suggested that we put together a list of all of our festivals, the investigate ways to combine several of them into one or two major events.

The last agenda item was a Round Table discussion of what each member had to offer as news. Amanda reported that her new establishment downtown, Odie's, will be opening in November. Lloyd reported that the Historical Society be celebrating an anniversary for the author of Zorro next year and the might ask for assistance. Mayor White reported that he has been informed that Anchors Away will now not be locating in Chillicothe.

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

Respectfully submitted,  
Mayor Don White