

## CHILLICOTHE MARKETING & TOURISM COMMISSION

### MEETING MINUTES

June 6, 2021

MEMBERS PRESENT in person: Economic Development Director Amanda Beadles, Alderman Trish Connor, Jim Sniff, Sandi Levell, Diane Collwell

MEMBERS PRESENT by Zoom: Joe Harper, Nick McMillion

MEMBERS ABSENT: Gita Talati, Nancie Cassidy, Sarah Sights, Josh Albrecht, Kevin Yates

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

**Public Comment** - There was no public comment.

#### **Purpose:**

##### **M&T Organization & Purpose/Membership**

Economic Development Director Beadles began the meeting by reading the purpose of the commission: *The purpose of the Chillicothe Area Marketing and Tourism Commission is to develop a comprehensive program designed to market the Chillicothe area and promote the growth of tourism within or near the city and submit the program to the city council for recommendation and approval. All programs shall be formulated and maintained by the use of funds received through the city's hotel/motel tax.*

#### **2020-2021 Budget Review**

Director Beadles reported Income at 6% of budget for \$1,912.24 (\$1,851.70 Super 8, \$60.54 Economy Inn) and reported expenditures at 2% of budget for \$350 for Eagle Days.

#### **2021 Calendar of Events**

Director Beadles reported the Calendar of Events as listed on the city's website.

##### **June**

- 5-7 Brad Wallen Tournament
- 5 Home Run Festival & Craft Show-Optimist Club-City Park
- 11-13 Illinois River Valley Sales Ride (Henry, no participation in Chillicothe)
- 12 2nd Saturday Market
- 12 MS Kids Triathlon-Shore Acres
- 12 Community Shred Day-hosted by City Hall in 900 block of the Public Parking area
- 12 4th of July Fireworks Fundraiser Poker Run-VFW-11am (Golf Carts & ATV's)
- 13 50th Annual Chicken Jubilee-Peoria Casting Club - Meal served 11:30am - 2pm
- 16-19 Chillicothe Days Carnival - Chillicothe Chamber Event-City Park (Formerly Claud-Elen Days)
- 17 Taste of Chillicothe Small Town Foodies, Vendor Fair and Sidewalk Sales on 2nd Street

##### **July**

- 4 Chillicothe 4th of July Fireworks-Three Sisters Park
- 9-11 Land of Lincoln Border Collie Association Summer Trial - Three Sisters Park
- 10 2nd Saturday Market
- 10 Run for the Health of It-Pearce Community & Fitness Center, 7am
- [TBD] Summer Makers Market -Three Sisters Park
- 29 Downtown Thursday 2nd St. Market-Corn Boil
- 29-30 City Wide Garage Sales-Chamber

Director Beadles presented the Chillicothe 4<sup>th</sup> of July Fireworks donation request. Discussion ensued. The consensus of the committee was to table the donation until March of 2022.

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#### **Additional Subcommittee-Arts & Entertainment**

Director Beadles reported the Mayor Hughes recommendation of an additional subcommittee of Arts & Entertainment and welcomed Denise Beattie to the Commission. Denise shared this committee started with the desire to find an additional stage for the Chillicothe Players to practice. She sees this committee as promoting cultural arts and events including story telling in the park, drum circles, small local bands, talent shows and youth theatre.

#### **Old Business:**

Organizations update and tourism plans

**PAVCB**– Josh was absent and Director Beadles reported on his behalf the new guides would be coming out by the end of the month.

**Chamber** (Coupon Program, Tourism Guide, Carnival, Trivia Night)-Sarah Sights was absent. No update.

**Historical Society** – Diane Colwell attended in place of Patty. She inquired about the Train Ride in which Director Beadles reported communicating with Iowa Interstate that Chillicothe would like to partner with Henry when the Train Ride came. Diane reported the need for increased signage for downtown and she reported the Zorro mural was installed at City Hall on May 26<sup>th</sup>. Diane reported two ideas: 1. Folded map to promote the river which would include River Beach Drive Chillicothe Park District, Chillicothe Observation Tower all the way to Coal Hollow. 2. A picnic menu would include the local restaurants hours and a picnic option available.

**City of Chillicothe** (Street & Parking Lot Improvements) – Director Beadles reported an advertising options of the Sunbeam newsletter for the Lake Wildwood Association. The newsletter is sent to 1,300 members as well as an additional 300-400 prints for pick up. Ellen Brunson is the contact at [ebrunschon@lake-wildwood.om](mailto:ebrunschon@lake-wildwood.om) and the due date is the 15<sup>th</sup> of each month. Director Beadles reported the Parking Lot improvements and street improvements would soon begin. She reported Park Improvements of installation of park equipment at Sycamore trails, Gollnitz and Cutright Park installation of June 14<sup>th</sup>. She reminded the commission the telescopes for the observation tower were pending a late June delivery.

**Chillicothe Park District** – Kevin reported a busy weekend with the Brad Wallen Tournament. Mossville, Rome and CEC fields were busy Wednesday through Sunday. There were 350 teams. The Pool was busy with about 2,500 people in 3 days. He said carry out items to supply the vending/snack are were hard to come by and he was seeking Pay Days, Skittles and Snickers. The busy pool days made money for the capital improvements. They would be closed Monday. During the Summer the Park District employees 50 people 16-20 years old. He also reported the MS Tri-Athlon was coming up, A Craft Fair in the Fall in conjunction with Bridge to Bridge River Drive. Outdoor activity has increased and the Tyke Hyke at Coal Hollow has been successful. With the milling of 29, the CPD working with the Township will be using 90 trucks worth of milling to add additional handicap trail at Coal Hollow. The Township will store the milling until CPD can utilize. Kevin reported the dog park fencing that was taken out in the spring by an auto accident has been selected. CPD is working with the Library on a story walk. This program has 10-15 pages of a book throughout a walking path.

**Three Sisters Park** – Nancie was absent, no report

**Blue Ridge Farm** – Jim reported Picket Fence project plans to close in July. The foundation of the staff is staying and they will provide jobs to people with disabilities as well as housing. He reports 2 and ¾ of the pieces of the project puzzle have been acquired. The family friendly concert series will start August 13 is a kick off at Pour Brothers in Peoria Heights. The first concert at Blue Ridge Community Farm will be August 29<sup>th</sup> and other concerts September 19<sup>th</sup>, September 26<sup>th</sup>, October 3<sup>rd</sup>. These are on Sunday from 2-5pm and are free (donation/free will offering). Attendees are encouraged to bring their own snacks, lawn chairs and blankets. There are three bands for each

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date. They are looking to place 400-500 people on the hillside safely distanced. Ticket registrations will be announced online. Jim reported they would be out of town and not able to do the Petting Zoo for Chillicothe Days.

**IVC** – Nick reported school wrapped up and graduation was completed. Sports were winding down. They expect events to be a normal schedule next year.

**Pearce** – Director Beadles reported Pearce's largest fundraiser, Annual Run for the Health of It, is scheduled for July 10<sup>th</sup>.

#### Retail update

**Little Land of Candy** – Joe Harper reported a busy weekend including selling out of ice cream due to the Brad Wallen Tournament. He also reported there would be soda pop tasting on the Thursday of Chillicothe Days.

**Cool Thingz** – Sandi Levell reported the Cruise In, Parade and Kickball Tournament for the Chillicothe Days. She also asked about why it took so long to get her message to the Message Center. Director Beadles would look into it.

#### Retail events

**2<sup>nd</sup> Saturday Market** – Director Beadles reported the market day of June 12<sup>th</sup>.

**Downtown Thursday 2<sup>nd</sup> Street Market** - Director Beadles reported the June 24th event was Pet themed with Pet contest.

**1<sup>st</sup> Tuesday Business Connection** – Director Beadles reported a revised meeting date of June 25<sup>th</sup> at 7:30am

**Town Theatre Video Ad** – No report

**Trifold Visitor Guide Brochure** – Director Beadles presented the invoice from ODG for the Brochures. The Consensus of the committee was to approve to forward to the

**Message Center Updates/Promotion** – Director Beadles reported 12 new messages and 2 changes.

#### Subcommittee:

Art Installation/Mural Committee update – No report

Marketing/Promo – No report

**Illinois River Road Scenic Byway** – Director Beadles reported that contact Joni Hunt has moved to Ryan Spains office and Jason Beverlin is still with the organization

**Bridge to Bridge Illinois River Road Drive** – Director Beadles reported the event to be held September 18<sup>th</sup> and 19<sup>th</sup>. The 62-mile route covers Peoria Heights, Chillicothe, Lacon and Spring Bay. There is now a website presence on the Peoria Heights Arts Collaborative website.

#### Summary:

Finance/EDC Agenda Items

- Present the ODG invoice to EDC to pay
- Report to EDC the Fireworks request has been tabled until March 2022

Chair – Actions

Meeting adjourned at 5:30 pm