

Tourism Commission Meeting
Monday, October 5, 2008
4 p.m.

Attendance

Jodie Padjett, Nelson Grman, Mickey Robinson, Courtney Wood, Vera

Items to Discuss

1. Carlinville Christmas Market Tourism Grant Application

Carlinville Christmas Market was awarded their grand request of \$6,920.67 of the \$9,000 Tourism account fund.

Robinson yes
Grman yes
Padjett yes
Wood yes
Vera yes

With the acceptance of the grant money the commission would like to request the following information be collected by the Market for future reference.

- a. What was the increase in sales for restaurants (i.e. from '08 Market to '09 Market and/or increase from average weekend.)
- b. Estimated body count in restaurants the weekend of the Market.
- c. Hotel breakdown – how many rooms are being sold to vendors, how many rooms are being sold to Market visitors.
- d. What are the zip codes of the hotels guests on the Market weekend.

It was suggested that the Market look at putting more money into local print advertising in Southern Macoupin. Also look at advertising with New Wave which serves Taylorville and Madison Communications which serves Staunton and surrounding areas.

2. How would they like to proceed with the website?

It has been too long since we last saw the website so we would like Sara Black contacted to ask what she needs from us to continue the project.

3. Distribution of county wide pamphlets

Pamphlets were distributed. (Side Note: The Gazette-News is already out, if more could be send down.)

4. Other Business

Vera is going to be contacting the county clerk to find out who receives the \$74,030 tax revenue that is generated for local governments as stated in the Market grant proposal.

We would also like to request a list from the county clerk of the hotels/motels in Macoupin County.

Nelson Grman was appointed Vice-Chair with the assumption that Andy is our Chair.

Mickey made the motion, Vera seconded