

Minutes of the Macoupin County Tourism Commission

April 26, 2012

Minutes

PRESENT: Mickey Robinson, Courtney Wood, Nelson Grman, Mark Dugger – Macoupin County Fair Board, CFO Springer

ABSENT: Jodie Padgett, Judy Bacon

The meeting of the Tourism Commission was brought to order at 5:00 p.m.

Note: Being a seven member board with two vacancies and two members absent from the current meeting, there was not a quorum present. Because of this, the commission only had the potential to make an informal recommendation to the county board.

CFO Springer led off the meeting by letting the committee members know that Chairman Manar was unable to attend the meeting. However, Springer noted that there the primary order of business was for the commission to hear a request from the Macoupin County Fair Board for the Tourism Grant. A copy of their grant application was provided to each Commission member. Springer also noted again that there were several vacancies on the Commission and Chairman Manar would like to ask for their assistance in providing possible names of people who may be interested in being appointed. Springer said that any commission member could email him or Chairman Manar with any individuals they thought may be interested in serving.

Robinson asked for a report on how much money was in the Tourism Fund at the current time. Springer responded that there was a \$3,831.65 balance in the fund. Robinson said that at the last meeting, Clerk Duncan said he would provide a detailed report of revenue to the fund prior to each time the commission met; he indicated they did not receive one prior to this meeting. Robinson then asked CFO Springer to make a request to have a revenue report provided by Clerk Duncan prior to each time they meet going forward. CFO Springer said he would contact Clerk Duncan to make sure a report was sent out to members prior to the next meeting.

Mark Dugger, President of the Macoupin County Fair Board, presented the Fair Board's request for \$10,000.00 from the County's Tourism Grant program. Dugger went through the application presented to the commission for the grant, explaining that they were requesting the funds so that an electronic sign could be purchased for marketing the county fair each year as well as other events and opportunities across the county. He explained that other than the weeks surrounding the Fair, they would intend to utilize the sign to market other happenings around the county, free of charge to anyone who wished to advertise. Dugger said that total cost of the signage would be approximately \$13,250.00 and would measure 89 inches long and 32 inches high, standing 12 feet in the air. He also went on to tell the commission that \$2,500.00 had been donated by the Fair Association in the form of memorials as well as \$750.00 donated by Pioneer Hybrid that could be allocated toward the sign.

The commission discussed the grant application and said that it was obvious that there were not sufficient funds in the Tourism Fund to meet this grant request through the Fair's application. Dugger said he certainly understood the financial position of the Fund. He explained to the commission that there were "Plan B" options that would cost less for the Fair Board and that if the commission desired to recommend a grant less than the full amount, they would still be very appreciative and could explore those other options. Robinson and Grman asked CFO Springer if Chairman Manar had any thoughts on moving forward. Springer said that he and the Chairman discussed the Fund and that Springer thought it may be useful to hold off on providing any grants at this time due to the fact that there was such a low balance in the fund. Giving the Fund several months to grow may give the Commission a better idea how or if they could fund potential grant requests.

Grman indicated that he thought it was in the grant guidelines that all advertising should be done outside the county to attempt to draw people from other counties *into* Macoupin, much like the Christmas Market in its request where the advertising is in Sangamon County. Wood said that nowhere in the grant guidelines does it require or suggest that advertising must be done outside of the County and that this may only commonly be believed to be the case because of the fact that this is the way it has been done with the Christmas Market in past years. Discussion was held.

Robinson said before making any decisions on recommending any grant, he'd like to have a better idea on how much money is consistently coming into the Tourism Fund from the hotel tax revenues.

Motion by Robinson, seconded by Wood to table a decision on consideration of the Macoupin County Fair Board's application and awarding of any funds from the Tourism Grant program.

Meeting adjourned at 5:30 p.m.