

**Agenda**  
**Litchfield Tourism Advisory Committee**  
**October 13, 2021: 4 PM**  
**Litchfield Carnegie Library Building Tourism Office**

**Approval of Minutes**

- Approval of August 10, 2021 Minutes

**Announcements**

- Chamber Announcements
- Great Rivers & Routes Announcements
- Hotel Update
- Member Announcements

**Tourism Office Report**

- Update on Office Operations

**Unfinished Business**

- None

**New Business**

- Meeting Date/Time

**Adjournment**

Tourism Advisory Committee Minutes  
August 10, 2021  
Carnegie Building  
10:00 AM

**Members Present:** Chairwoman Jean Bruner Jachino, Beth Cherry, Jean Elmore, Nancy Hyam, Brooke Steinmann

**Members Absent:** David Herschberger, Ann Pattillo

**City Representatives Present:** Tourism Coordinator Sarah Waggoner, Tourism Staff Shelly Herman

**Approval of Minutes:** A motion was made by Beth Cherry and seconded by Jean Elmore to approve the minutes from May 12, 2021. All in favor, motion carried.

**Announcements:** Chairwoman Bruner Jachino called the meeting to order at 10:06 am.

- New Member - Chairwoman Bruner Jachino welcomed new member Brooke Steinmann. Brooke told a little about herself including that she works at the Hampton Inn; she has also volunteered for Pickers Market. All in attendance did likewise.
- Chamber Announcements – Beth shared that the Annual Banquet went well even though attendance was less than hoped. All attendees seemed to enjoy the Casino Night and the appetizer format. Planning for Party in the Park is proceeding cautiously as there could be updates due to Covid.
- Great Rivers & Routes Announcements – Katie Bennett provided an update by email. The new website has launched with an emphasis on Route 66 businesses. If anyone has photos they would like to share, please contact the bureau. Beth stated that the Chamber would work with Rivers & Routes to promote businesses and attractions.
- Hotel Update – Hyam and Bruner Jachino both commented that it has been busy; it may slow down as school resumes for the fall.
- Member Announcements – None
- Other Announcements from the Committee or Public Participation – None

**Coordinator's Report:** TC Waggoner updated the committee on the following items:

- Finance Reports - the May, June and July finance reports were given to the committee.
- Museum Updates – the Museum sent a letter to members/others to give updates/changes at the museum over the last year or so, and a thank you for our support.
- Kilton Grant – we did not receive the grant for the proposed Harmony Park; the lot has since been sold for development.
- Byway Grant Funds – the Tourism Office was not awarded funds but, the Skyview Drive in did receive a grant.
- City Website – it is still in progress and should be launching soon.
- Pickers Market – some volunteers are still needed for September and October. TC Waggoner passed on some positive comments that have been received including:
  - Adherence to Guidelines
  - Being a specialized market
  - Extremely well organized well ran
  - We are better than a larger show in Bloomington as well as others
  - Better prices for vendors and a buying crowd
  - Extremely high vendor retention rate

- The market is successful because we are detail oriented, highly organized, consistent, do excellent marketing in videos and photos, active on Facebook.
- T-shirt sales have been great this year. This year has been a record for merchandise sold at the Tourism Booth; \$3,360 through August.

She also created two new videos for Facebook.

- Concerts – Members Only re-scheduled for 8/27 and FatPocket will perform 9/4.
- Fun Run – the race went well; there were 97 runners.
- Fireworks – a new company was used this year; they are contracted for the next 2 years.
- RC Jet Rally Grant Request for \$300 – City Council approved the request.

#### **Unfinished Business:**

- Birthplace of Route 66 Festival Ad – TC Waggoner was going to do a ¼ page ad, but the event was cancelled due to COVID.

#### **New Business:**

- Illinois State Fair – consensus was to register for a booth; logistics to be worked out.
- Gate 2 Project – seen previously on a webinar; the cost is \$15,000 for a “hut”. Mainly cities are doing this option. Discussion took place. A motion was made by Nancy Hyam and seconded by Beth Cherry to support doing the Gate 2 Project for \$15,000. All in favor, motion carried.
- Lake Updates – the beach house has been busy; theme day was great.
- Any other input from the committee – None

**Adjournment:** A motion was made by Jean Elmore and seconded by Brooke Steinmann to adjourn the meeting at 11:05 P.M. All in favor, motion carried.