

Agenda
Litchfield Tourism Advisory Committee
November 10, 2021: 4 PM
Litchfield Carnegie Library Building Tourism Office

Approval of Minutes

- Approval of October 13, 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

- 2022 Events
- Ads (Terrain Magazine, 2022 Illinois Route 66 Scenic Byways Visitor Guide, other various)
- Tourism Grant Application

Adjournment

Tourism Advisory Committee Minutes
October 13, 2021
Carnegie Building
4:00 PM

Members Present: Chairwoman Jean Bruner Jachino, Jean Elmore, Nancy Hyam, Ann Pattillo, Brooke Steinmann

Members Absent: Beth Cherry, David Herschberger

City Representatives Present: City Admin/Economic Development Director Tonya Flannery, Tourism Staff Shelly Herman

Approval of Minutes: A motion was made by Jean Elmore and seconded by Ann Patillo to approve the minutes from August 10, 2021. All in favor, motion carried.

Announcements: Chairwoman Bruner Jachino called the meeting to order at 3:57 pm.

- Chamber Announcements – None
- Great Rivers & Routes Announcements – Katie Bennett provided an update by email. Any fall/winter or eagle watching events need to be submitted for publication. The annual Summit will be in January.
- Hotel Update – Hyam and Bruner Jachino both commented that it has been busy.
- Member Announcements – None
- Lake Updates – the Lake will close for the season on November 1; Sandy is currently on modified hours. A grant was received from the Duff Grant Fund.

Coordinator's Report: City Admin Flannery updated the committee on the following items:

- Coordinator Position - the City continues to accept applications and will do so until the position is filled.
- Office Hours/Staffing – The office is open 3 days a week; hours are posted.
- Museum Updates – the agreement allows for up to \$10,000 per year reimbursement of approved purchases. Approximately \$4,500.00 remains for the balance of the current fiscal year.
- City Website – has been completed and is up and running.
- Pickers Market – the 2021 season has been completed; October had a great turnout. The 2022 application will be updated and will be distributed in the coming months.
- Concerts – Both of the final two concerts were cancelled due to weather or extenuating circumstances.
- Triathlon – the event went well. Approximately 200 participants were registered.
- Murals – a new mural will be painted on two sides of Ryder Street; it will be completed this fall or spring of 2022 depending on weather. The previous mural will be sealed.
- Building Improvements – proper signage will be placed on doors inside the Carnegie Building as well as outside the facility.

Unfinished Business:

- None

New Business:

- Meeting Day/Time Discussion – discussion took place regarding the best day and time for most to be available to meet. The consensus was to meet on the second Thursday of each month at 4:00 pm at the Carnegie Building beginning January 2022.

Adjournment: A motion was made by Ann Patillo and seconded by Jean Bruner Jachino to adjourn the meeting at 4:49 P.M. All in favor, motion carried.