

Tourism Advisory Committee

June 9th, 2022

8:00 am

Minutes

Approved: Janet Haroian²

Date: 8-11-22

1. Roll Call:

Present

Beth Schlueter
Charlene Blair
Lisa Bohannon
Janet Haroian
Nancy Schneider
James Arnold

Absent:

Rich Walker
Kimberli Goodner
Sara Berkbigler

Associate Members

Kristin Pfund
Alderman Grant

2. Public Comment- none

3. **Approval of Minutes** The minutes from the May 10th meeting were approved. Janet asked for a member to make a motion to approve the minutes.

4. Administrative

No new administrative discussions

5. Old Business

A. QR Code Project

Janet reported on Rich's behalf and thanked everyone for their feedback. Based on the feedback, he will create a subcategory under "parks" to include Plummer Park, Airplane Park, the Dog Park and the Splash Pad. Nancy noted that there is nothing that mentions Edwardsville in the Belleville Airport, and this may be an opportunity to provide tourist information via the QR code. The code could also be promoted in other ways, such as plaques in restaurants and other businesses. Rich will proceed with Phase 1.

B. Route 66 Monument and Mural

The locations being considered for the placement of the Route 66 Monument are City Park, Old Claussen Dental office (aka west end service station), a Route 66 marker/ kiosk across from Lincoln Middle school, Hadley House and City Plaza. The monument requires a 12' x 12' x 2' concrete pad. It was also suggested that businesses be petitioned to gauge their interest in placing the monument on their property. Ideally, it would be placed along a walkable mile somewhere along Route 66 where other attractions, such as the mural, could be visited.

The mural will be painted on the west side of the building at 100 East Vandalia. It will be up for four years. No changes can be made to the artwork.

6. New Business

Downtown Murals

The Girl Scouts would like to paint a mural on the side of the Goshen Meat Building on Main Street. At this time, murals are not allowed to be painted. The exception to this to the Route 66 Mural.

Kirkwood Fall Wine Walk

Discussed an Edwardsville Downtown Wine walk as a Fund Raiser, modeled after the Kirkwood Wine Walk. Participants would buy tickets, and businesses along main street would serve wine by the glass in their stores. Elizabeth will contact friends of the Wildey to see what kind of involvement they would like to have. Possible dates discussed were November 5th or 12th. James will research restrictions with regard to dates and liquor laws. This could also be an opportunity to promote the QR code project.

7. Next months meeting will be moved to July 20th at 0800.

Adjournment

The meeting was adjourned at 9:23.