

Tourism Advisory Committee

August 11th, 2022

8:00 am

Minutes

Approved: Janet Haroian

Date: Sept. 8, 2022

1. Roll Call:

Present

Nancy Schneider

Charlene Blair

Lisa Bohannon

Janet Haroian

James Arnold

Kimberli Goodner

Absent:

Rich Walker

Beth Schlueter

Associate Members

2. Public Comment-

Dr. Steven Hansen from the Madison County Historical Society explained that the Historical Society will be applying for a grant from the Illinois Department of Commerce and Economic Opportunity (DCEO). There is a total of \$15 million available however, only \$1.5 million is available for communities outside of Chicago and the collar counties. The maximum allowable is \$500k. He stated that the HS is applying for \$15K. The grant will be used to fund a two-day living history event. The event could be several historical attractions, such as an historical walk, a Chautauqua event in City Park, a parade, and a Brewfest. Janet proposed the TAC support the grant process. Their historical baseball game is scheduled for October 15th at the LeClaire ballfield.

James also noted that the city was going to be applying for grant funds from this same offering. The grants are required to have a local match of 25% or, to be more competitive to receive the grant, a 50% match.

3. **Approval of Minutes** The minutes from the June 9th meeting were approved.

4. **Administrative** No new administrative discussions.

5. Old Business

A. QR Code Project

Rich continues to make progress on the QR code project. A launch date has not been determined. The Friends of LeClaire have information kiosks that will be added to the QR website.

B. Route 66 Monument and Mural

Work has begun on the corner of 157 and St Louis Street to mimic the old gas station. The Route 66 Monument is expected to be delivered August 21. The mural on the building on Main and Vandalia has been completed.

C. Edwardsville Fall Wine Walk

The wine walk will be scheduled for November 12 from 11:00 to 3:00. Koerner Distributors will be the wine vendor. Walkers will start at the Wildey and end at 1818 Off Shore. Participants will receive a 1 ounce pour at each stop and have their wine passport stamped. Determination was not made about which local community organization was going to "host" this tourism related event. Alderman Elizabeth Grant was going to take the proposal to the Friends of the Wildey for consideration however, she was not present at the meeting today to report on feedback.

6. New Business

A. The Role of the TAC

Sara led a discussion on the role of the TAC, namely serving as an advisor instead of executing projects. The TAC can direct organizations to resources and provide guidance. She also suggested hosting a listening session for community groups and businesses to see what they envision the city's tourism program to be.

Adjournment

The meeting was adjourned at 9:40 am.