

Economic Development & Tourism Committee meeting
Municipal building
Thursday, June 12, 2025

The meeting was called to order at 8:15 pm by Trustee Christy Bernius. In attendance included Trustees Matt Bernius, Lamar Miller, and Christy Bernius. Also, in attendance included Mayor Rod Randall and Stephanie Wierman.

Old Business

- The committee reviewed the Local Tourism Grant application from Illinois Amish Heritage Center. This request was presented at our former meeting and was tabled for further information. There is an opportunity for some marketing partnership, this will be discussed in new business. After reviewing the request again, the committee made a motion to send this to the board for final approval. The request is for \$2,500.

New Business

- Local Tourism Grant. The committee discussed an opportunity to partner with area organizations and the IAHC. The cooperative marketing would be between the Village, AAAOC and Simply Arthur. A rack card would be created and inserted in roughly 5,400 newsletters that IAHC mails out. 6,000 cards printed and inserted would cost \$969.50. The AAAOC and Simply Arthur would each pay \$242.25, and the village would cover \$485. The committee agreed this would be a great opportunity and discussed doing this at the beginning of the year to get all our events out to those subscribers.

General Discussion

- Discussion was had about creating an overall marketing plan and working with Simply Arthur and the AAAOC.
- Stephanie mentioned that she received some information from WCIA on some commercial advertising over the summer. More details to come.

Meeting was adjourned at 8:34pm.

Minutes submitted by Christy Bernius, committee chairman

Christy Bernius