**BEAUTIFICATION/TOURISM COMMISSION MINUTES**

**JANUARY 21, 2021 (via Zoom)**

PRESENT: Linda Rader, Donella Butler, Joanne Simmons, Melissa Gross, Brenda Owen, Cynthia Lawder

Pledge of Allegiance: not held.

Minutes of Previous Meeting: Minutes of the October 15, 2020 meeting were reviewed. Melissa moved to approve; Linda seconded. The motion carried.

Treasurer’s Report: Linda Rader presented the report. The account balance is $28, 653.33. The Scout ad and Christmas on the River donation were included in expenses. The non-tax portion of the account is $25,522.98. The stone cottage fund is $737.17. Income for 2020 was $6,387.10—a reduction from normal as a result of Covid-19. The report will be filed for audit.

Correspondence: Linda Sympson wrote a letter to the Mayor asking to become a minor member of the commission. Brenda advised that Bobbi Junkin is resigning.

Public Petitions: None.

**Standing Committee Reports**

Anti-Litter and signage: no report.

Banners/Christmas lights: Discussion occurred regarding replacement Christmas snowflakes. Brenda discussed replacement needs with Charlie Bargman and LED bulbs seem to be the most cost-effective. The commission could afford to replace several snowflakes per year. A 5-foot snowflake costs $700-$750. Brenda made a motion to purchase 4 snowflakes this year. Cynthia seconded. The motion carried. Brenda will contact Bethany Berner to order prior to the end of February to receive 30% off.

Planters: The group discussed the potential of planning for pots year-round, thereby eliminating the “Adopt A Pot” program.

Riverboat/Tour Programming: Riverboat companies are struggling with their plans as a result of Covid-19. Schedules have been sent to Patti, but have been revised regularly.

Take-Pride Award: Jo Ann advised that the awards were presented to A.G. Bierman at 1916 Swanwick and the Menefee’s at 14 Lincoln Blvd.

Tourism: Brenda reported that King Features Syndicate had approved the use of Popeye’s likeness for the bench in perpetuity. Two-year approval was granted for the penny machine likenesses.

Popeye Character Self-Guided tour: Brenda indicated that Toar, the newest statue needed to be added to the QR code self-guided tour.

River Travel e-magazine gave Chester the number 1 River Town recognition based upon user votes. The Lewis and Clark Trail’s geo tourism site features nominated sites all along the trail from Ohio to the West Coast, including numerous sites in and around Chester.

Historic Preservation: No. report.

**Special Committee Reports**

Riverfront Improvements: No report.

Green space at Swanwick and State: No report.

**Committee Function Reports**

Public relations: no report.

City Council update: no report.

Welcome Center update: no report.

Randolph County Tourism: no report.

**Old Business**

Brochures: no report.

Advertising signage along I55: no report.

**New Business**

Popeye Character Self-Guided tour: Brenda moved to install the QR code on the newest statue, Toar, at the St. Nicholas Landmark. Cynthia seconded. The motion carried. Brenda will follow up.

 Solar Eclipse-Monday, April 8, 2024: A county-wide planning group has been formed.

Next meeting: February 18, 2021 at 6:30 PM

Brenda made a motion to adjourn at 7:13. Linda seconded. The motion carried.