



Economic Development Committee

215 S. East Street

Carlinville, IL 62626

<http://www.macoupincountyil.gov/>

Regular Meeting

~ Minutes ~

Wednesday, February 4, 2015

5:00 PM

County Board Room

I. CALL TO ORDER

PRESENT: Wiggins, Armour, Lewis, Long, Pomatto, Starr, Duncan, Baker

ABSENT: Schwallenstecker

II. AGENDA ITEMS

1. Carlinville Christmas Market Tourism Grant Request

Pete Genta, treasurer for the Carlinville Christmas Market Foundation presented a request for a tourism grant in the amount of \$4,000.00 for the 2015 year. Genta reported that the market went well this year, this was the first year without tents and they sold wrist band which gave them a more accurate count of how many people attended.

Mr. Genta explained some of the issues that have plagued them the past couple of years; they applied for a grant from the State Board of Tourism, the grant from the State was to be used solely for advertisement and they were required to spend \$20,000, and advertize outside of a 55 mile radius then State would reimburse them for half. Unfortunately they were unable to get the State grant for the past two years, which caused them to run in the red.

In order to save money, they decided to not use the tents this year, it saved the foundation \$20,000.00, they were able to use the KC Hall, Reno's, and the Farm Bureau Building around the Square, and they have reserved the Elks for 2015. Genta said they received comments from vendors and customers alike that it was better and warmer but they would have like to have everyone in one large building.

Mr. Genta explained that the Market not only helped local merchants, but they donated to many community organizations, such as; Macoupin County Developmentally Disabled, Girl Scouts, Military Support Group, and Historic Sears Homes District.

Committee discussed the balance in the Tourism Fund, as of 2/2/2015 the amount was \$12,525.46, with \$4,000.00 set aside for the Macoupin County Fair Board when they raise the money they need for their new sign.

Motion made by Lewis and seconded by Pomatto to recommend to the full board to give the Carlinville Christmas Market Foundation a grant of \$4,000.00 for 2015.

RESULT:	MOTION TO RECOMMEND [UNANIMOUS]	Next: 2/10/2015 6:00 PM
MOVER:	Shielda Lewis, Member	
SECONDER:	Ruth Ann Pomatto, Member	
AYES:	Wiggins, Armour, Lewis, Long, Pomatto, Starr	
ABSENT:	Schwallenstecker	