

ILLINOIS South Tourism
Board of Directors Meeting
Wednesday, April 28th, 2021. 9:00 am

Present:

BOND COUNTY: Dennis Potthast,	CLARK COUNTY:	CLAY COUNTY:
CLINTON COUNTY: Sandy Timmermann,	CRAWFORD COUNTY: Lisa Schaefer	CUMBERLAND COUNTY: Billie Chambers, Tania Craig
EDWARDS COUNTY: Debra Fearn	FAYETTE COUNTY: Mayor Ricky Gottman, Jessica Hampton	HAMILTON COUNTY: Monica Tucker,
JASPER COUNTY:	LAWRENCE COUNTY: Paige Harvey, Tom Robinson	MADISON COUNTY: Mallord Hubbard
MARION COUNTY: Sonya Germann, Ben Stratemeyer	MONROE COUNTY: Clyde Heller, Jim Hill	PERRY COUNTY: Judy Smid, Carrie Gilliam
RANDOLPH COUNTY: Emily Lyons, Ronnie White	RICHLAND COUNTY: Belinda Henton, Karen Bell	ST. CLAIR COUNTY: Cathleen Lindauer, John West
WABASH COUNTY: Jim Pfeister	WASHINGTON COUNTY: Marvin Steinkamp	WAYNE COUNTY: Gary Sloan
WHITE COUNTY: Cindy Conley		

Absent:

BOND COUNTY: Jes Adam	CLARK COUNTY: Norma Calvert, Bailey Maulding	CLAY COUNTY: Doug Spitzner, Amy Allen
CLINTON COUNTY: Jim Sullivan	CRAWFORD COUNTY: Penny Shaw	CUMBERLAND COUNTY:
EDWARDS COUNTY: Dennis Turpin	FAYETTE COUNTY:	HAMILTON COUNTY: Jerry Prince
JASPER COUNTY: Jane Casey, Mindy Hartke	LAWRENCE COUNTY:	MADISON COUNTY: Rosemarie Brown,
MARION COUNTY:	MONROE COUNTY:	PERRY COUNTY:
RANDOLPH COUNTY:	RICHLAND COUNTY:	ST. CLAIR COUNTY:
WABASH COUNTY: Brenda Bobbitt	WASHINGTON COUNTY: Doris Povolish	WAYNE COUNTY: Royce Carter
WHITE COUNTY: Kelly Northcott,		

Meeting Called to order:

Marvin Steinkamp called the April meeting to order, thanked everyone for attending. Welcomed the new Members. Notified all that Rosemarie will no longer be on our board and she was not on the meeting. Mayor Gottman made a motion to purchase a plaque to give her for her many years of service on the board and Cathleen Lindauer second motion.

Roll Call by Belinda Henton:

Having established a quorum (quorum is 24) and 28 were present, the meeting continued.

Approval of January Board Meeting Minutes:

John West made a motion to accept the January Board Meeting Minutes and Dennis Potthast second. Marvin Steinkamp put the motion to a vote to approve the reports as presented and motion carried.

**Financial Statements and LTCB for 3rd Quarter. Reports were displayed and reviewed
Denny Potthast reported Financials:**

- LTCB and Financial forms are also available on our Web site as always.
- Reserve account is up to two hundred and two thousand, five hundred and nine dollars and one cent. (\$202,509.01)
- Operating account is current at One hundred thirty five thousand, four hundred and fifty dollars and fifty five cents. (\$135,450.55)
- Accounts receivable of Thirty three thousand four hundred and thirty five dollars and fifty cents. (\$33,435.50)
- Accounts payable of Thirty thousand seven hundred ninety seven dollars and twenty nine cents. (\$30,797.29)
- Ending balance of one hundred and thirty eight thousand and eighty eight dollars and seventy six cents. (\$138,088.76)

Denny stated the Finance committee did meet and they went over all financial reports and now look for the board's approval. Ricky Gottman made the motion to approve and Jim Pfeister second, motion carried.

Executive Committee Reports:

The Executive Committee conference calls have been conducted each month, everything is running smoothly and keeping updated.

Old Business: Items on the Agenda are listed so if any action needs to be implemented.

New Business: Updating of the By-Laws to clarify that Madison County is not certifying our Bureau at this time. We now have 21 counties and not 22 anymore. City of Highland has recertified with us. Every county has two members on our board, the By-Laws committee will review and address this for future clarification. Mallord Hubbard with City of Highland stated he will be awaiting guidance if there is any resolution with him being appointed and staying on our board to continue representation of Highland. Any feedback from the board is welcome.

Open Meetings Act We need everyone's completed certificate, the outstanding ones include, Mindy Hartke, Jasper County. Paige Harvey, Lawrence County. And Doug Spitzner, Clay County.
No other New Business moving onto Staff Reports.

Staff Reports: (all available on web site)

Staff Reports: ~ CEO/Finance Director Report: Darlene Chapman

- *Received BIG2 Grant Award \$145,000 12/22/20
- *Received PPP Award \$57,500 1/27/21
- *FY'21 Modifications on hold – want to only have one modification
- *New DCEO Director, Sylvia Garcia. Expecting IOT to turn on promotional spending anytime
- *2021 Visitors Guide printed and distributed along with digital marketing ad campaign w/Tailored Media. Also, updated website with VG landing pages.
- *Sent letter to Kurt Prenzler re: Madison County – but they still did not re-certify ILLINOISouth
- * Met with City of Highland and they are re-certifying ILLINOISouth
- *Our FY'22 Re-certification package was completed and sent to IOT on 3/29/21
- *Our new hire, Katerina “Kat” Engle, is our Graphic Designer/Social Media Specialist is a great fit with the team. We also have an intern right now, Ally Ecker, who is helping out Andy. We will have another intern that will start in May.
- *Completed OMA Training
- *We took a day and cleaned out the back room in preparation for receiving VG's

Attended:

Weekly Staff Mtgs
Weekly 2021 VG Mtgs
Monthly ICCVB Mtg
Monthly SW Leadership Council Mtg

Continued Job Duties:

A/R – Invoices to tourism partners'
A/P – Enter vendor invoices and cut check's
Bi-weekly P/R
Monthly Bank Reconciliations
Qtrly P/R Reports
Qtrly LTCB Grant Reports
Qtrly Financial Statements

~ Sales & Marketing/Website Report: Christine Orr

- Visitor Guide Final Ad Sales
- Tourism Times Final Ad Sales
- Fall Tourism Times
- Community Projects
- Community Visits
- Events
- Summer Intern
- Membership
- Website
- Board feedback

~ Communications Manager/Social media Report: Andy Waterman

- Produced the 2021 Visitors Guide – Printed 70k copies, as well as digital version online

- Produced the Spring/Summer Tourism Times – Printing 50k copies as well as digital version online
- Working with Enjoy Illinois and Time Zone One to continue promoting ILLINOISouth
- Working with MidAmerica Airport to help increase their social reach and air travel
- Finished editing all 33 videos for the City of Breese – awaiting final approval or revisions on a few
- Hired a new Graphic Designer/Social Media Specialist: Katerina Engle
- Brought on an intern in February – Ally Ecker
- Continually updating our website with more blogs/information/itineraries
- Heading up a co-op with several other regional CVBs that we've coined the 'Southern Illinois Tourism Alliance.' Partners include: Carbondale, Effingham, Metropolis, Mt. Vernon, Southernmost Illinois, Visitsi
- Attending virtual St. Louis Attractions Association meetings – sit on the board
- Joined the Southern Illinois Parks and Recreation Association – participate in meetings on the first Friday of each month
- Made press appearances with Illinois Farm Bureau RFD network, and had our press releases picked up by WSIL and WTWO
- Put together the ILLINOISouth Bracket Challenge – Events Edition. Similar to the contest we did last year around attractions.
- Constantly crowd sourcing photos and videos for use in our publications and social platforms

~ Graphic Designer/Social Media Specialist Report: Katerina Engle

- **Visitors Guide 2021**
- **Tourism Times**
- **Kaskaskia Cahokia Trail**
- **Social Media**
- **Print/Marketing Collateral**

Cathleen Lindauer asked about Darlene going out on Visits, and Darlene reiterated the team is going out.

Meeting called for adjournment. Marvin asked for a motion to close the meeting. Rick Gottman moved, seconded by Judy Smid, motion carried..... meeting adjourned.

Next Board Meeting: Wednesday, July 28, 2021 at 9:00am (per Zoom)

Elaine Byrd, Recording Secretary