

ILLINOIS South Tourism
Board of Directors Meeting
Wednesday, October 28, 2020

Present:

BOND COUNTY: Dennis Potthast	CLARK COUNTY: Bailey Maulding	CLAY COUNTY:
CLINTON COUNTY: Sandy Timmermann,	CRAWFORD COUNTY: Lisa Schaefer	CUMBERLAND COUNTY: Billie Chambers, Tania Craig
EDWARDS COUNTY: Dennis Turpin, Debbie Fearn	FAYETTE COUNTY: Mayor Ricky Gottman, Jessica Hampton	HAMILTON COUNTY:
JASPER COUNTY: Jane Casey, Mindy Hartke	LAWRENCE COUNTY: Tom Robinson	MADISON COUNTY: Rosemarie Brown, Mallord Hubbard
MARION COUNTY: Sonya Germann	MONROE COUNTY: Clyde Heller	PERRY COUNTY: Carrie Gilliam, Judy Smid
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, Doris Povolish	WAYNE COUNTY: Royce Carter, Gary Sloan
WHITE COUNTY: Kathy Sands, Cindy Conley		

Absent:

BOND COUNTY: Jes Adam	CLARK COUNTY: Norma Calvert	CLAY COUNTY: Clint Green, Chris Thompson
CLINTON COUNTY: Jim Sullivan	CRAWFORD COUNTY: Tom Compton	CUMBERLAND COUNTY:
EDWARDS COUNTY:	FAYETTE COUNTY:	HAMILTON COUNTY: Monica Tucker, Jerry Prince
JASPER COUNTY:	LAWRENCE COUNTY: Jim Gardner	MADISON COUNTY:
MARION COUNTY: Ben Stratemeyer	MONROE COUNTY: Jim Hill	PERRY COUNTY:
RANDOLPH COUNTY:	RICHLAND COUNTY:	ST. CLAIR COUNTY:
WABASH COUNTY: Brenda Bobbitt	WASHINGTON COUNTY:	WAYNE COUNTY:
WHITE COUNTY:		

Meeting Called to order:

Marvin Steinkamp called the meeting to order, thanked everyone for attending. Here goes our second ZOOM meeting. Any additions or corrections to last meetings minutes? None. Approved by Royce Carter and Second by Cathleen Lindauer

Roll Call by Belinda Henton:

Having established a quorum (quorum is 24), the meeting continued.

Approval of August Board Meeting Minutes:

Royce Carter made a motion to accept the August Board Meeting Minutes and Second by Cathleen Lindauer. Motion Carried.

Executive Committee Report by Marvin Steinkamp:

The Executive Committee conference calls have been conducted by zoom, monthly. All is going smoothly Marvin asked for feedback or if anyone has any questions or comments now or anytime during the meeting, just type into the chat and the staff will let Marvin know.

Future Board Meetings:

Because of COVID we will go forward with the January meeting as zoom 9am time frame if that works. We will take one meeting at a time until Covid is better. Next meeting January 27th,2021 at 9:00 am. Ricky Gottman made motion for next meeting and Cathleen Lindauer second, and Motion carried.

Board Committee and Nominating Committee:

Marvin has a list of five names for nominating committee, Ben Stratemeyer (chairman), Sandy Timmermann, Carrie Gilliam, Cathleen Lindauer, and Gary Sloan. Election of officers will be in January. Any questions or concerns please get in touch with any of the five of them.

Financial Committee Report:

Report conducted by Denny he stated all financial reports are available on the web site, Darlene also had all reports pulled up for discussion, everyone was in favor of going over Financial standing. Current cash position was reported by Darlene. At first of the month we received our first four payments from the state, our reserve account is at \$150,001.90. Current balance in the operating account is \$33,494.24. Accounts receivable \$31,695.00 and Accounts payable at \$20,070.27. All being payed and collected with a balance of \$45,118.97.

Monthly bank statements have been reviewed and checked off by Sonya. Mayor Gottman made a motion to put finances on file for Audit and Rosemary Brown second. Denny questioned Ricky if this is an additional audit or the normal audit and Ricky confirmed this to be our normal audit. Approval of the Financial statements as presented and made available for audit, motion to approve financial reports and Motion carried.

Old or New Business:

None.

Staff Reports:

Darlene Chapman, President:

1. Staff continues to send out reports of daily running of the office to the Board on a weekly basis.
2. ICCVB Mtg. Jan Kemmerling is retiring at the end of the year and they will be in the process of finding her replacement.
Jim Hennessey lobbyist is retiring also.
Cory Jobe will be the new President/CEO of Great Rivers and Routes CVB, will be starting November 16th.
Lots of changes with the ICCVB.
3. We did receive four months of LTCB that is why the cash is where it is.
4. Applied for the big round two grant we should hear within 30 days. Received E-mail and they are in the process of awarding.
5. Three big events at the race tract which we helped to promote, Indy, Nascar and NHRA. All went well.
6. Visiting Tourism Partners
7. Implemented the SITA (Southern Illinois Tourism Alliance)
8. Audit is scheduled to begin on Nov. 16th with Rice and Sullivan
9. Office Safety (COVID)
10. Graphic Designer/Media Specialist. Open Position will try to fill by January.

Andy Waterman, Communications Manager:

- Enjoy Illinois takeovers went great. Four videos average engagements 355 we had 804 with average reach of 8,000 we had 25,878. We are the only CVB that has been awarded two take overs.
- Illinois Made, two makers got awards. Rolling Lawns, Greenville and Chocolate Affair, Highland they were featured on Enjoy Illinois website.
- Takeovers for our page, Highland Arts council reached 3,740 people. City of Marshall reached 4,500 people and City of Greenville reached 19,414 people.
- Working with other CVB's Downstate round up- supporting one another.
- 2021 Visitors Guide will go to printers March 1st. Will print 60 thousand this time instead of the usual 100 thousand. Doing more Digital coverage.
- Travel Tidbits monthly newsletter
- City of Breese videos, finished 32 business bringing in ten thousand dollars revenue for our Bureau

Christine Orr, Sales and Marketing Manager:

1. Weekly Emails, are informative and Thanks for your responses.
2. Membership
3. Community Visits, been getting out to a lot of our counties.
4. Website Updates

5. Event Submissions / Add,Change,Delete Listings
6. 2021 Visitor Guide Ad Sales. Been making a lot of phone calls.
7. Tailored Media, conducting digital marketing with us

Meeting Adjournment:

Motion to adjourn meeting was made by Ricky Gottman and second by Royce Carter, next meeting scheduled for January 27th2021 at 9:00am. Via Zoom. Motion carried. Meeting adjourned.

Elaine Byrd, Recording Secretary.