

ILLINOISouth Tourism  
Board Meeting Agenda  
Wednesday January 27, 2021

Call to order / Welcome New Board Members – Paige Harvey – Lawrence County, Kelly Northcott – White County, Amy Allen and Doug Spitzner- Clay County

Roll call (24 members required for quorum)

Approval of minutes (October 28, 2020 Board Meeting)

Financial Committee Report (Denny Potthast):

1. FY20 Audit – Bill Dixon (Rice & Sullivan)  
Discussion and possible action.
2. 2<sup>nd</sup> Quarter LTCB, Financial Statements, FY21 Modified Budget.  
Discussion and possible action.

Executive Committee Report (Marvin Steinkamp):

1. Monthly Executive Committee Reports
2. Old Business
3. New Business
  - A. Nominating Committee Report: Chairman Ben Stratemeyer, Sandy Timmermann, Carrie Gilliam, Cathleen Lindauer, Gary Sloan.
  - B. Election of officers.
4. Personnel Committee Report.
  - A. Appointment of Finance Director/ CEO position.
5. Open Meeting Act training
6. Other New Business.

Staff Reports:

Interim Pres., Finance and Admin Report: Darlene Chapman  
BIG2 Grant Award for \$145,000  
FY'21 LTCB Grant Modifications  
Completed FY'20 Audit and submitted to DCEO  
Renewing contract with Lexi to continue update our website  
Working with Tailored Media for Digital Marketing of 2021 VG  
Visited: Olney/Lawrence/Casey

Attended:

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

Continued Job Duties:

A/R – Invoices to tourism partner's  
A/P – Enter vendor invoice and cut check's  
Payroll and Quarterly Payroll Rpts  
LTCB Grant Reporting  
Quarterly Financial Statements

Sales & Marketing/Website Report: Christine Orr

- Visitor Guide / Ad Sales
- Christmas Events
- Event Submissions

- Weekly emails
- Community Visits
- 2021 Sales/Marketing Goals
- Board Member Feedback

Communications Manager/Social media Report: Andy Waterman

- Working with Enjoy Illinois and Time Zone One on promoting ILLINOISouth more.
- Producing content for our website and social channel.
- Recently finished writing the 2021 Visitors Guide.
- As many of you know, we didn't do a Tourism Times for the fall or holiday – instead we did a digital newsletter called Travel Tidbits. We are planning on doing a Tourism Times, which will likely come out early May.
- Working with the City of Breese on 33 videos for businesses
- Updating website with new blogs and press releases
- We found out that 2 of our local businesses that we nominated for the Illinois Made program were inducted this past fall.
- We set a personal record on our Facebook account.
- ILLINOISouth hosted its own social media takeover for local communities and attractions to participate in
- Hiring process of new Graphic Designer/Social Media Specialist (contacting finalists as of 1/12/2021)

Items for Discussion from Board Members

Motion to Adjourn meeting:

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