

**ILLINOIS South Tourism**  
**Board of Directors Meeting**  
 Wednesday, October 26<sup>th</sup>, 2022. 1:15 pm

**Present:**

<b>BOND COUNTY:</b> Jes Adam, Dennis Potthast,	<b>CLARK COUNTY:</b> Bailey Maulding	<b>CLAY COUNTY:</b> Amy Allen
<b>CLINTON COUNTY:</b> Sandy Timmermann,	<b>CRAWFORD COUNTY:</b> Sara Mehler, ,	<b>CUMBERLAND COUNTY:</b> Tania Craig, Billie Chambers
<b>EDWARDS COUNTY:</b> Dennis Turpin, Debra Fearn	<b>FAYETTE COUNTY:</b>	<b>HAMILTON COUNTY:</b>
<b>JASPER COUNTY:</b> Jane Casey,	<b>LAWRENCE COUNTY:</b> Tom Robinson	<b>CiTY of Highland:</b> Mallord Hubbard
<b>MARION COUNTY:</b> Ben Stratemeyer	<b>MONROE COUNTY:</b> Clyde Heller, Jim Hill	<b>PERRY COUNTY:</b> Carrie Gilliam, Judy Smid
<b>RANDOLPH COUNTY:</b> Emily Lyons, Ronnie White	<b>RICHLAND COUNTY:</b> Belinda Henton,	<b>ST. CLAIR COUNTY:</b> Cathleen Lindauer, John West
<b>WABASH COUNTY:</b> Jim Pfeister,	<b>WASHINGTON COUNTY:</b>	<b>WAYNE COUNTY:</b> Gary Sloan
<b>WHITE COUNTY:</b> Cindy Conley		

**Absent:**

<b>BOND COUNTY:</b>	<b>CLARK COUNTY:</b> Nora Swalls	<b>CLAY COUNTY:</b> Doug Spitzner,
<b>CLINTON COUNTY:</b> Jim Sullivan	<b>CRAWFORD COUNTY:</b> Lisa Schaefer	<b>CUMBERLAND COUNTY:</b>
<b>EDWARDS COUNTY:</b>	<b>FAYETTE COUNTY:</b> Ricky Gottman,	<b>HAMILTON COUNTY:</b> Jerry Prince, Monica Tucker,
<b>JASPER COUNTY:</b> Mindy Hartke	<b>LAWRENCE COUNTY:</b> Paige Harvey	<b>CITY of Highland:</b>
<b>MARION COUNTY:</b>	<b>MONROE COUNTY:</b>	<b>PERRY COUNTY:</b>
<b>RANDOLPH COUNTY:</b>	<b>RICHLAND COUNTY:</b> Karen Bell	<b>ST. CLAIR COUNTY:</b>
<b>WABASH COUNTY:</b> Brenda Bobbitt	<b>WASHINGTON COUNTY:</b> Dee Demoss, Marvin Steinkamp	<b>WAYNE COUNTY:</b>
<b>WHITE COUNTY:</b> Kelly Northcott		

**Meeting Called to order:**

Ronnie White called the Oct meeting to order at 1:15, thanked everyone for attending.

**Roll Call by Darlene Chapman:**

Having established a quorum (quorum is 23) with 25 in attendance, the meeting continued.

***The following will be approved on the Consent Agenda:***

**Approval of July Board Meeting Minutes:**

July Board Meeting Minutes. Notes are posted. No comments or discussion.

**Executive Committee Meetings:**

The Executive committee conducted meetings July, Aug, Sept. LTCB and financial statements and cash flow were all gone over. Ronnie asked if anyone had comments or questions and there were none.

**By-Laws Committee Meeting:** Held a meeting and we need to approve those minutes.

The consent agenda was approved by John West and seconded by Carrie Gilliam.

**Old Business:**

None

**New Business:**

Team Reports, Introductions for the new team members and existing team members. Ronnie thanked everyone for all the hard work and making us a great Tourism Bureau.

Christine's report: Sales and Marketing Team,(Jessica, Jordan, and Christine). Jordan has been out doing TikTok's, we have purchased a high-quality camera to bring us up to date and we will be purchasing a drone. Membership has been coming in strong. Starting to focus on the Eclipse 2024. 2022 Holiday Tourism Times is out this was Jessica's 1<sup>st</sup> piece and I feel she did a wonderful job. 2023 Visitors Guide and Tourism Times Ad Sales, this year we will be bundling ads, so far this has been successful. Trade Shows we will be participating in are, Dec the Ill Governor's Conference, Jan the travel and adventure show. Jan the St Louis RV and Travel show. April we will attend the Gateway outdoor Expo in St Louis, Looking into info about the Indi Boat show, the tour bus trade shows, heartland trade show and the co-oping with the state for circle Wisconsin. We also did attend the IML(Illinois Municipal League). Jordan has done a great job researching and setting these up for us. We will also be working on brochures to take to these trade shows to hand out. Community visits, we been getting out more in the communities and taking the team along. We have created a FAB (Festive Activities Board) group here at the office, as a group we will be planning, group outings, or bureau events. We were planning a food truck day, but it did not totally work out on our date and now we have moved it to April and yes all of you will be invited. Possibly plan an Illinois South Made vendor fair to do an expo.

Andy's report: Rebrand, we've been working with Cork Tree for new Logo and Kevin from Ellegent for our computer IT and Jim Rudny our Web Site developer and last our OTT(Over the Top Television) TV spots to run. 2023 Visitors Guide my team and I have been working hard on the layout and we have hired Time Zone One (Designer) to put it together. Kingery will still do

the printing, it will be a 72-page guide and will print 7500 copies. Passports have went over great, we do plan on doing this again next year. Social Media, Facebook has exploded, Instagram has grown, TikTok we are the Monsters the biggest in our state. Our website and App continue to tend up.

Darlene's Report: We have started to get our LTCB grant funds. All balances were presented and gone over. The audit was completed everything turned out fine. Our focus will be on the Rebrand for 2023. Darlene commended all of the staff for their fantastic work.

By Laws updates: Cathleen asked if everyone had a chance to review the updates and changes since the attorney had gone through everything. No comments or concerns on the updates and Ronnie asked for a motion to approve, Clyde Heller made motion and seconded by Denny Potthast Roll call vote was taken.

Company Automobile: Our employee retention credit was approved, and we received \$127,000.00. Darlene would like to propose the Bureau to purchase a company vehicle. Last year we spent right around \$11,000.00 dollars in rental vehicles, mileage reimbursement and gas. For our size of territory and wanting to get out to our communities more, I feel it would be beneficial to purchase a vehicle. Board members were supportive of the purchase of the vehicle. Ronnie asked for a motion to approve, motion made by Cathleen Lindauer and seconded by Gary Sloan and Roll call was taken.

Jan Board Meeting / Rebrand party: Darlene is proposing to throw a big party to announce the Rebranding and include the meeting. Along with Revealing our 20<sup>th</sup> anniversary for our Visitors guide. This will be held on Jan. 24<sup>th</sup>. We will also offer hotel rooms for people traveling a good distance. Cathleen Lindauer made a motion for this to be forwarded to the Executive Committee to decide on the location of the party. John West seconded the motion. Normally the audit is presented at the Jan meeting, so Bill proposed to present the Audit to the finance committee in Jan, have the finance committee to review and approve it. Then at the April meeting Bill will present it to the whole board. Roll call was taken.

Meeting called for adjournment. Gary Sloan made a motion to close the meeting, seconded by Jim Hill. Roll call was taken. Ronnie thanked everyone and stated if anyone has any questions or comments call him or call the bureau, we are here to help. Motion caried. .... meeting adjourned.

**Next Board Meeting: Tuesday, January 24, 2023, at 5:00pm In conjunction with the rebrand party.**

Elaine Byrd, Recording Secretary