Board of Directors Meeting Wednesday, July 22nd, 2026. 1:00 pm

PRESENT:

BOND COUNTY: Dennis Potthast, Jes Adam	**CLARK COUNTY:** Tom Daughhetee, Laura Pearce	**CLAY COUNTY:**
CLINTON COUNTY: Ann Shroeder (Z), Sandy Timmermann	**COLES COUNTY:**	**CRAWFORD COUNTY:** Lisa Schaefer, Karnell Fiscus
CUMBERLAND COUNTY:	**EDWARDS COUNTY:** Dennis Turpin, Debra Fearn	**FAYETTE COUNTY:** Latisha Paslay, Scott Ray
HAMILTON COUNTY: Dylan Bowling, Beth Sandusky (Z)	**JASPER COUNTY:** Jason Warfel, Mindy Hartke (Z)	**LAWRENCE COUNTY:** Dawn Brewer
MARION COUNTY: Tabitha Meador	**MONROE COUNTY:** Clyde Heller, Pamela Poetker (Z)	**PERRY COUNTY:** Judy Smid, Carrie Gilliam
RANDOLPH COUNTY: Ronnie White, Emily Lyons	**RICHLAND COUNTY:**	**ST. CLAIR COUNTY:** Cathleen Lindauer
WABASH COUNTY: Missy Judge	**WASHINGTON COUNTY:** Marvin Steinkamp, Kurt Elsesser	**WAYNE COUNTY:**
WHITE COUNTY: Cindy Conley	**CITY OF HIGHLAND:** Mallord Hubbard	**CITY OF PARIS:**

ABSENT:

BOND COUNTY:	**CLARK COUNTY:**	**CLAY COUNTY:** Stephen Smith
CLINTON COUNTY:	**COLES COUNTY:** Lori Henderson	**CRAWFORD COUNTY:**
CUMBERLAND COUNTY: Billie Chambers, Ramona Barthelemy	**EDWARDS COUNTY:**	**FAYETTE COUNTY:**
HAMILTON COUNTY:	**JASPER COUNTY:**	**LAWRENCE COUNTY:** Tom Robinson
MARION COUNTY: Ben Stratemeyer	**MONROE COUNTY:**	**PERRY COUNTY:**
RANDOLPH COUNTY:	**RICHLAND COUNTY:** Cynthia Givens, Dennis Graves	**ST. CLAIR COUNTY:** Jann Severit
WABASH COUNTY: Jim Pfeister	**WASHINGTON COUNTY:**	**WAYNE COUNTY:** Carrie Halbert, T.J Vaughan
WHITE COUNTY: Megan Newman	**CITY OF HIGHLAND:**	**CITY OF PARIS:** Corby Dayton

Meeting Called to Order:

Ronnie White called the meeting to order at 1:00 PM, thanked everyone for attending, and welcomed new Board Member Ramona Barthelemy (Cumberland County) and guest Laura Hoke.

Secretary Lisa Schaefer (Crawford County) conducted roll call. A quorum was present, with 26 members present in person and 3 attending via Zoom.

Consent Agenda:

The following items were included in the Consent Agenda:

- Approval of April 22, 2026, Board Meeting Minutes and notes, which were posted two weeks prior to the meeting.
- Executive Committee Meetings: June and July 2026.
- Committee Meetings:
    - Nominating Committee – None
    - Personnel Committee – None
    - By-Laws Committee – June 2026
    - Finance Committee – May 2026
- Fourth Quarter LTCB reports and financials, including the current cash position.

Darlene reviewed grant reimbursements and the current cash position. Supporting visuals have been posted and made available on the website.

Ronnie White asked if there were any questions. Hearing none, a motion to approve the Consent Agenda was made by Sandy Timmermann (Clinton County) and seconded by Judy Smid (Perry County). A roll call vote was taken, and the motion passed.

Old Business:

Darlene stated that there were still 18 outstanding Board Members who needed to complete the Conflict-of-Interest Questionnaire. Board Members were encouraged to ask questions or express any concerns regarding the questionnaire.

New Business:

Proposed FY 2027 Budget

Darlene discussed the proposed budget for Fiscal Year 2027. She also reported that applications had been prepared and submitted for the FY 2027 Route 66 Grant and FY 2027 Marketing and Partnership Grant. Darlene also received notice regarding FY 2027 LTCB Grant funding.

Ronnie White asked if there were any questions. Hearing none, a motion to approve the FY 27 Budget was made by Jason Warfel (Jasper County) and seconded by Sandy Timmermann (Clinton County). A roll call vote was taken, and the motion passed.

Adoption of Article 15 of the By-Laws

Dennis Turpin (Edwards County) explained the proposed adoption of Article 15 of the By-Laws.

Ronnie White asked if there were any questions. Hearing none, a motion to approve the Adoption of Article 15 of the By-Laws was made by Jes Adam (Bond County) and seconded by Sandy Timmermann (Clinton County). A roll call vote was taken, and the motion passed.

Hauler Parade

Darlene addressed the Board regarding the upcoming Hauler Parade, scheduled for September 11, 2026. She reported that plans were being finalized and that all necessary approvals were in place.

Annual Regional Meetings Discussion

The 3rd Annual Dinners were announced to the Board Members. The dates were set for October 1 and October 6, 2026. Invitations to both events were provided to Board Members.

Board Member Contact Form Reminder

Darlene reminded Board Members to complete the Board Member Contact Form with their current phone numbers and email addresses.

Committee Participation

Lisa Schaefer noted that all committee meetings are conducted via Zoom and encouraged Board Members to participate.

Staff Reports

- Tyler Pletch resigned in April. Michal Kate Reynolds was hired as the Digital Content Specialist on May 12.
- Ryan Meredith began employment on July 7 as the Accounting/Office Assistant.
- Abbie Hernandez provided notice of her resignation, with her last day scheduled for July 17.
- The 2026 Fall/Winter Tourism Times is being finalized and is due to the printer on July 30.
- Niche Guides were reprinted, and a new Agritourism Guide was published.
- Print advertisements were placed in *Terrain Magazine*, resulting in 64,000 impressions.
- YouTube marketing was conducted with BrkThru Media, resulting in 20,000 impressions.

- The team attended several travel and trade shows.
- Staff are working on the Marketing Partnership application for FY 2027.
- Website engagement among unique users arriving through search engine results was 49%.
- Coffee Trail: 63 coffee shops have signed up for this year's event.
- Community Visits: Staff visit 10 counties during July.
- Staff are working on the layout and design for the Fall Tourism Times, Niche Guides, and Coffee Trail materials.

Slate of Officers and Election

Ronnie White moved to the agenda item regarding the Slate of Officers. He informed Board Members that an election and installation of Board Officers would take place.

The Board was provided with an attachment titled **"Slate of Candidates for Discover Downstate Illinois Board of Directors 2026–2028."**

The slate included personal, professional, and educational background information for the following candidates:

- Cathleen Lindauer (St. Clair County)
- Mallord Hubbard (City of Highland)
- Tabitha Meador (Marion County)

The following Treasurer and Assistant Treasurer incumbents were also recognized:

- Treasurer: Dennis Turpin (Edwards County)
- Assistant Treasurer: Ben Stratemeyer (Marion County)

The following Secretary and Assistant Secretary incumbents were recognized:

- Secretary: Lisa Schaefer (Crawford County)
- Assistant Secretary: Sandy Timmermann (Clinton County)

Ronnie White asked the Board if there were any nominations from the floor.

Jes Adam (Bond County) was nominated from the floor by Sandy Timmermann (Clinton County). Jes Adam addressed the Board, provided his personal, professional, and educational background, and accepted the nomination.

Ballots were distributed to Board Members, who recorded their selected candidates. Board Members attending the meeting via Zoom were asked to email their selections to ensure their submissions remained private.

Secretary Lisa Schaefer (Crawford County) addressed the Board and confirmed that members attending via Zoom would have their votes counted because a quorum was present. Zoom attendees were given three minutes to submit their votes.

Ballots were submitted to Secretary Lisa Schaefer (Crawford County), who read the votes and results aloud for the applicable positions.

For Vice Chairman, Mallord Hubbard (City of Highland) was elected.

For Chairman, Jes Adam (Bond County) was elected.

Ronnie White stated that this election also served as the installation of the Chairman and Vice Chairman. He congratulated Mallord Hubbard and Jes Adam on their election.

Jes Adam addressed the Board and thanked the members for the opportunity to serve.

The Board then acknowledged and thanked Ronnie White for his years of service as Chairman.

Mallord Hubbard addressed the Board and thanked the members for the opportunity. He also recognized Cathleen Lindauer for her years of service to the Board.

The election and installation of the Chairman and Vice Chairman concluded.

Ronnie White asked the Board if there were any other items for discussion. There were no additional items.

Ronnie White made a motion to close the meeting. The motion was seconded by Marvin Steinkamp (Washington County). A roll call vote was taken, and the motion passed.

Recognition

Ronnie White (Randolph County) and Cathleen Lindauer (St. Clair County) were recognized for their years of service to the Board as Chairman and Vice Chairman, respectively.

Adjournment

A motion to adjourn was made and passed unanimously.

Next Board Meeting: Wednesday, October 28, 2026, at noon for lunch, meeting to begin at 1:00 p.m.

Public Comments : none