

ILLINOISouth Tourism
Board of Directors Meeting
Wednesday, April 24, 2019

Chairman Marvin Steinkamp called the meeting to order at 1:30pm with the following:

Present:

Bond County
Adam Boudouris

Clark County
Bailey Maulding

Clay County
Chris Thompson

Clinton County
Jim Sullivan
Sandy Timmerman

Crawford County
Lisa Schaefer
Tom Compton

Cumberland County
Billie Chambers
Tania Craig

Edwards County
Dennis Turpin

Fayette County
Mayor Ricky Gottman

Hamilton County
Monica Tucker

Jasper County
Jane Casey
Diane Scott

Lawrence County
Bill Gray
Jim Gardner

Marion County
Sonya German
Ben Stratemeyer

Monroe County
Clyde Heller
Jim Hill

Montgomery County
Sarah Waggoner

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
Rod Rodriguez

Washington County
Marvin Steinkamp
Doris Povolish

Wayne County
Gary Sloan
Royce Carter

White County
Kathy Sands

Absent:

Bond County
Dennis Potthast

Clark County
Norma Calvert

Clay County
Clint Green

Edwards County
Martha Speir

Hamilton County
Jerry Prince

Madison County
Rosemarie Brown

Montgomery County
Valerie Belusko

White County
Cindy Conley

Marvin Steinkamp thanked everyone for coming to the meeting and welcomed the new Board Members: Lisa Schaefer and Tom Compton from Crawford County and Adam Boudouris from Bond County.

Roll Call by Belinda Henton:

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

Approval of January Board Meeting Minutes:

Cathleen Lindauer made a motion to accept the January Board Meeting Minutes and Gary Sloan seconded. Marvin Steinkamp put the motion to a vote to approve the reports as presented and motion carried.

**3rd Quarter LTCB and Financial Statements
(Denny Potthast not in attendance Darlene Chapman reported):**

\$100,000.00 on Reserve Account

Little under \$30,000.00 in Operating Account

Liabilities and Unemployment have been paid they are down to zero.

LTCB reports 100% Grant Ads reported and 100% of Match

Remaining balance available cannot exceed 10% below or above Grant at 100.62%, with 10% variance.

International Grant not much to report this quarter.

Royce Carter made a motion to accept the 3rd Quarter LTCB and Financial Statements and Gary Sloan seconded. Marvin Steinkamp put the motion to a vote to approve the reports as presented and motion carried.

**Executive Committee Report (Marvin Steinkamp)
Monthly Executive Committee Reports:**

The Executive Committee has a monthly conference call in which Dan brings the committee up to speed with day to day activity.

OMA

Guest Speaker – Sarah Pratt, Public Access Counselor with the Attorney General's Office:

Here are the following bullet points covered by Sarah Pratt:

-Public Access Counselor (2010)

To provide advice and education with respect to FOIA and OMA

To resolve complaints concerning compliance with FOIA and OMA without litigation.

-Public Access Bureau

Public Access Counselor (PAC) has received over 39,000 complaints concerning FOIA and OMA since 2010

Requests for Review

Many are resolved informally or with just one letter to a public body

Over 125 Binding Opinions Issued

Thousands of determination letters issued

-OMA Public Policy

The General Assembly--- declares it to be the public policy of this State that its citizens shall be given advance notice of and the right to attend all meetings at which any business of a public body is discussed or acted upon in any way.

-Openness Required

All meetings of public bodies shall be open to the public unless:

Excepted in subsection© and

Closed in accordance with Section 2a

-What is a Public Body?

State Boards and Commissions

Municipalities

Counties

School Districts

All subsidiary bodies of the foregoing bodies

-What Is Not Covered?

General Assembly and its Committees or Commissions, also...

Condominium Associations

Individual Officers

Private Companies and Their Boards

Not-For-Profit Organizations

-Is an Entity a "Public Body?"

How is the entity formed?

(By statute? Part of organized structure? A primary consideration.)

Who appoints the members?

What are the entity's assigned duties?

Is the entity subject to government control or accountable to any public body?

Does the entity have a budget?

-Public Bodies, cont.

If in doubt as to whether a group is a "public body" for purposes of OMA, the entity is free to follow OMA's requirements of advance notice of meetings, the opportunity for the public to attend, keeping appropriate records, and providing an opportunity for the citizens to address public officials.

-OMA Public Policy

"The General Assembly--- declares it to be the public policy of this State that its citizens shall be given advance notice of and the right to attend all meetings at which any business of a public body is discussed or acted upon in any way."

-Openness Required

All meetings of public bodies shall be open to the public unless;

Excepted in subsection (c) and closed in accordance with Section 2a

-What is a Public Body?

State Boards and Commissions

Municipalities

Counties

School Districts

All subsidiary bodies of the foregoing bodies

-What Is Not Covered?

General Assembly and its Committees or Commissions, also...

Condominium Associations

Individual Officers

Private Companies and Their Boards

Not-For-Profit Organizations

-Is an Entity a "Public Body?" Some Factors to Consider

How is the entity formed? (By statute? Part of organized structure? A primary consideration.)

Who appoints the members?

What are the entity's assigned duties?

Is the entity subject to government control or accountable to any public body?

Does the entity have a budget?

-Public Bodies, cont.

If in doubt as to whether a group is a "public body" for purposes of OMA, the entity is free to follow OMA's requirements of advance notice of meetings, the opportunity for the public to attend, keeping appropriate records, and providing an opportunity for the citizens to address public officials.

-OMA Training Requirement

Each elected or appointed member of a public body subject to OMA must complete the electronic training curriculum developed and administered by the Public Access Counselor.

The member must file a copy of the certificate of completion with the public body.

OMA designees must complete the training each year.

Members need to complete once during term of office, not annually.

New members must take within 90 days.

The requirement is ongoing; if for any reason a public body member has failed to take the training since 2012 when it became effective, he or she must still do so.

-The Meeting

OMA defines a meeting as gathering of a majority of a quorum for the purpose of discussing public business.

Requirements of OMA apply.

-Gathering

May be in person OR electronically people may "gather" from remote locations through the use of telephones, audio-and video - conferencing, and the Internet, or other means of "contemporaneous interactive communication."

-Majority of A Quorum

"Quorum": minimum number of members of a public body who must be present at a meeting in order for the body to take official action. Usually, a majority of the total members.

"Majority of a Quorum": smallest number of members of a public body able to control action when a bare quorum is present.

-Purpose "Discussing Public Business"

A social gathering of public body members is not prohibited, but it could turn into a meeting if a majority of a quorum discusses public business in a deliberative fashion. Be mindful of the appearance of impropriety.

-Meeting Locations

OMA requires that all meetings of public bodies be held at specified times and places which are "convenient and open to the public."

Questions of time, date, location, capacity.

Meeting at private residence not open. ILL Att'y Gen. Pub. Acc.

Special meeting 26 miles from usual location not convenient. ILL Att'y Gen. Pub. Acc.

-Meeting Locations

"A meeting can be open in the sense that no one is prohibited from attending it, but it can be held in such an ill-suited, unaccommodating, unadvantageous place that members of the public, as a practical matter, would be deterred from attending it."

However, rule of reasonableness, not absolute accessibility

-Meeting Attendance

Before allowing a member to attend electronically, a public body must adopt a rule or regulation permitting electronic attendance.

Generally, a quorum must be physically present at the meeting in order for the member to attend electronically.

-Attendance by Other Means

If a public body has adopted rules allowing for electronic attendance, a member may attend a meeting electronically if the absence is because of:

Personal illness or disability;

Employment purposes or business of the public body; or Family or another emergency.

-Advance Notice of Meetings

Agenda to be posted:

Regular meetings = 48 hours' notice

Special meetings = 48 hours' notice

Emergency meetings= as soon as possible. Must be bona fide emergency, not of public body's making.

-Location of Notice

Public notice of the meeting must be posted at the principal office of the body holding the meeting.

If no such office exists, notice must be posted where the meeting is held.

Notice must be placed on the website if the public body has a full-time staff that maintains the website.

-Agenda Requirements

Must state "general subject matter" of any resolution or ordinance that will be subject of final action.

A public body may discuss matters not on the agenda. In re Foxfield Subdivision, 396 ILL. App3d 989(2d Dist. 2009).

However, it may not take final action on any matter not on the agenda.

-General Subject Matter

Agenda item must provide main element(s), specific details not required.

Example of insufficient item: "Independent contractor agreement" (Fails to identify the general nature of the duties of the independent contractor)

Example of acceptable item: "Approve contract for City Manager" (Item not required to specify length or amount, although additional detail helpful.)

-Amending Agenda

A posted regular meeting agenda may be revised or corrected at any time prior to a public meeting; provided, however, that no new items on which final action is to be taken may be added less than 48hrs prior to a meeting.

-Meeting Minutes

Public bodies must keep written minutes of all meetings, whether open or closed, and a verbatim recording of all closed sessions in the form of audio or video recording.

-Meeting Minutes

Minutes must include:

Date, time, and place;

Summary of discussion of all matters proposed, deliberated, or decided;

Names of all members present and absent; and

A record of any votes taken.

-Approval and Posting of Minutes

Minutes of open meetings should be approved by the public body either;

- (1) Within 30 days after that meeting, or
- (2) At the public body's second subsequent regular meeting, whichever is later.

Available for public inspection within 10 days after approval, also posted on website if full-time staff maintains.

-Closed Session Exceptions

Section 2(c) of OMA authorizes 35 exceptions for a public body to close an open session.

Exceptions authorize but do not require the holding of a closed session.

The section 2(c) exceptions relate to, among other things, employment, litigation, land acquisition, collective bargaining and student disciplinary cases. These exceptions are to be narrowly construed topics discussed must fit squarely within the cited exception.

-Entering Closed Session

Must start meeting in open session.

Vote to close.

Cite to the specific exception(s) under section 2c

Vote of each member and specific exceptions must be disclosed at time of vote and recorded in minutes.

Exclude the public and enter the closed session.

-Closed Session

Verbatim recording (must record by audio or video means).

Must generate closed session minutes.

No final action may be taken in a closed meeting.

-Employment Exception

A closed session may be held to consider the "appointment, employment, compensation, discipline, performance, or dismissal" of specific employees of or legal counsel for the public body, including hearing testimony on a complaint. Must relate to specific employee or employees, not general budgetary matters.

-Litigation Exception

A closed meeting may be held to consider the "litigation, when an action against, affecting or on behalf of the particular public body has been filed and is pending before a court or administrative tribunal.

Discussion must be limited to the strategies, postures, theories, and possible consequences of the litigation itself.

-Special Requirement for Threatened Litigation

Litigation, when an action against, affecting, or on behalf of the particular public body has been filed and is pending before a court or administrative tribunal. or when the public body finds that an action is probable or imminent, in which case the basis for the finding shall be recorded and entered into the minutes of the closed meeting.

-Ending Closed Session

Vote to adjourn closed session and return to open session.

Call meeting back to order.

If final action is to be taken, must be preceded by a public recital of (1) the nature of the matter and (2) other information informing the public of the business being conducted.

(Any final action items must have been already listed on agenda.)

-Closed Session Minutes

Minutes of closed session are exempt from disclosure under section 7(1) of FOIA unless the public body votes to make them available.

Closed session minutes must be reviewed at least twice a year to determine whether the need for confidentiality still exists.

New rules specifically allow access to closed session minutes to duty elected or appointed officials of the public body.

-Right to Record Meeting

Section 2.05 of OMA provides any person the right to record a meeting, subject only to reasonable rules of the authority holding the meeting. Because OMA specifically provides that meetings may be recorded, a public body would have a steep burden to overcome to show that any rule or policy requiring advance notice is reasonable.

-Public Right to Speak

"Any person shall be permitted an opportunity to address public officials under the rules established and recorded by the public body."

Limit to 3 min per person to speak.

-Public Comment

Public body must establish rules governing that right. Those rules may generally include:

The amount of time a citizen may speak.

Other matters relating to decorum and procedure.

-Final Action

Final action shall be preceded by:

Public recital of the nature of the matter being considered; and

Other information that will inform the public of the business being conducted.

Items that need a vote will need to be on the agenda.

-Possible OMA Resolutions

If the Public Access Bureau finds that an OMA violation has occurred, it may, depending on the violation, direct the public body to:

- Release closed session recording and minutes;
- Instruct the public body to re-vote on a matter; and/or
- Instruct the public body on how to avoid future violations.

Questions raised during the presentation:

Can people in closed sessions talk about what happened in closed session or can should they refrain from talking about it out of the Open Meeting?

- There is nothing stating that they shouldn't talk about it in OMA. That because more of an ethics situation.

Will there ever be a ruling allowing closed session minutes to be open to the public?

- Sarah will investigate that. However, if you vote to release the minutes in an open meeting than the closed session minutes could be released.

Do you have to be put on the agenda to speak before a group?

- You can have a signup sheet prior to the meeting available for those that might want to speak. But limit public comment to 3 minutes (example) (this time limit would be determined by the organization and it must fall within the guidelines of the OMA.

You can't go into Executive Session prior to the meeting to discuss what's going to take place at the scheduled meeting.

If you are in closed session, it is a good idea to state your name before speaking so it can be recorded or noted.

Marvin stated that the Bylaws Committee will need to make sure that they go over the OMA guidelines and implement them into our current bylaws.

Old Business:

Dan Krankeola:

Montgomery County and Troy: Effective July 1st Montgomery and Troy departed, Marvin and Dan spoke with Mayor Adomite, was nothing to do with our services City decided to go with Great Rivers and Routes. Sarah Waggoner with Montgomery county stated Thanks for all of your services, and they are just re-aligning.

Staff Updates:

Tiffany is no longer our Social Media specialist and Web content manager, she accepted another position in St Louis.

Tamber was promoted to Graphic Design and Web Content/Social Media.

Looking for a Web Designer/Content Manager Full Time

Jordan graduating and leaving, last day May 3rd going to Chicago

Jon is leaving going to a Vice President of Marketing position at another company.

Sales and Marketing Manager is needed.

Congrats to Christine and Thanks for everything you do in Lou of Administrative Professionals Day we have a cake.

Break

Testing/Training of OMA Who needs to Complete?

5-year Strategic Plan

Guest Speaker: Steve Powell, Destination Services LLC

Steve Powell is a veteran in the Convention and Visitors Bureau. He worked for 20 years at the St. Charles CVB and at Peoria CVB.

The Project Scope of the 5-year Strategic Plan will start by looking at the following:

Visitor Profile

Lodging

Infrastructure/Services/Needs

Satisfaction Levels

Sustainable/Ability to Implement

Economic Impact

- The Economic Impact analyzes 500+ economic factors that are specifically associated with our area.

By creating the Visitor Profile, Steve will be able to:

Know what the visitors are spending

Where they are coming from

How long they stay

Who they are

What are their triggers

All of this will determine their experience in our region.

Research Objectives:

Identify who is visiting ILLINOISouth

Experiential Viability of all current tourism products

Identify tourism assets, liabilities, and product expansion

Evaluate potential market growth

Sales Strategies

Market seasonality and regional impacts

Strategic Plan Document

Establish Economic Impact via IMPLAN

Task 1

Tour area and meet Industry

*Steve will be contacting Board Members

Task 2

Visit Survey

There will be a total of 3 surveys:

- 1st Survey will be to those who have inquired about ILLINOISouth Tourism
- 2nd Survey will be sent to Stockholders (business owners)
- 3rd Survey will be sent to Leadership (Legislatures, County Board Chairman etc.)

1st Survey will be sent out in the next couple weeks.

It will take an additional 45-65 days to audit information. Would like to have 8%-10% responses back.

Steve needs the Board's full cooperation/participation.

Task 3

Stakeholder Survey

Comprehensive interviews on site and via the internet

Prepare a perception/expectation analysis as well as identify concerns, interest levels and the various markets of interest.

Task 4

Visitor Expenditure Analysis

Guest Demographics

Party size/age of each party

Spending patterns by category

Travel patterns

Frequency of visitor visiting

Overnight versus day trip

Location of overnight stay

Resident versus nonresident

Point of guest origin

Activities and experiences

Satisfaction and much more

Task 5

Visitor Economic Impact

IMPLAN

Task 6

Tactical Planning Workshop

Presentation of all research data

Recommendations

Input – good and bad

The Product:

At the conclusion of this project you will know the:

Current Visitor Profile, in detail and by market segment

Infrastructure, amenities and/or new experiences expected

Current visitor economic impact

Level of Visitor Satisfaction

Visitor expenditure levels

Projected Visitor economic impact in IMPLAN option is selected

Formula for calculating economic impact and ROI

Experiences that drive increase economic impact

Experience that drive the least economic impact

Strategies to achieve highest level of economic impact (heads in bed)

Visitor profile targets expected by stakeholders

The primary focus will be the entire region, with the ability to break the information into Western, Central, Eastern regions.

Dan presented this to the Executive Committee and handled funding for this project within the projected budget.

The cost for the study is \$26,000 and an additional \$10,000 for IMPLAN, which will be divided between 2 FYs.

Per Dan Krankeola, the board will be sent updated during this process.

There will be \$250.00 incentive for those to fill out the surveys.

Once completed the strategic plan can be used as a selling tool for the bureau.

Estimated time of completion is August (depending on survey feedback).

Steve will be traveling the area meeting our Board Members.

President's Report:

- See attached

Next Board Meeting will be on July 24, 2019 at the ILLINOISouth Tourism Office.

Meeting called for adjournment. Marvin asked for a motion to close the meeting. Royce Carter moved, seconded by Clyde Heller. So, moved..... meeting adjourned.

Christine Sopiars, Recording Secretary

ILLINOISouth Tourism
Board Meeting Agenda
April 24, 2019

President's Report:

1. LTCB Update:

We have two remaining LTCB Payments (May, June) for this Fiscal year. We should find out our FY'20 LTCB Grant Dollars sometime in July but probably won't be receiving any payment until Fall, as we have in the past. Based on the recent Governor's Budget, Tourism Funding for FY'20 looks like it will be at the same level as FY'19. Anticipating our LTCB Grant for FY'20 will be lower based on Montgomery County and the City of Troy moving to the Great Rivers and Routes Bureau.

2. Marketing Partnership Grant:

We are still waiting to receive word regarding our Grant Submission Request, for the Marketing Partnership Funds available for FY'19. The STATE opened-up Funding for the Marketing Partnership Grant in February and we completed the necessary paperwork. The reason they announced so late in the Fiscal is they were trying to Hire someone to administrate the program. The individual overseeing the Grant is Tom Becker/Marketing Partnership Program Manager.

All marketing placements need to be completed by June 30th, 2019 in order to be included in The request for Funds.

3. Regional Tourism Meetings/Road Show event in July – dates/locations TBD

We are now looking at the August/September timeframe to hold our Regional Tourism Meetings/Road show. Date coordination was the reason for moving to the August timeframe. More details to follow.

4. 2019 Spring/Summer Tourism Times / Spring/Summer Kids Activity Book

Spring/Summer Tourism Times have been distributed and are in circulation. Along with this issue, we printed 20,000 Spring/Summer Kids Activity Book and included them in the center of Tourism Times for distribution.

Please let us know if you need additional copies of the Tourism Times.

5. Staff Reports

Christine:

Working on the website – adding/updating Events

Coordinating all communications with the TICs – making sure they have all the materials needed from ILLINOISouth Tourism

Updated the distribution lists for Jeremy for the Spring/Summer Tourism Times

**Attended the Leadership Council Dinner
Working on weekly Videos
Coordinating all efforts for OMA Training**

See additional staff report handed out at the Board Meeting.

6. Tourism Times Event Submissions – Fall Event Submission is May 1, 2019 (August, September, October)

Event submissions is just around the corner for the FALL issue of Tourism Times. Please notify individuals within your Communities/Counties to make sure they have uploaded all event submissions into our website, ILLINOISouth.org so we can include in print in the fall issue. May 1 is the deadline for Fall Events (for events in August, September, October) August 1 is the deadline for Holiday Events (for events in November, December)

7. Website update /Web Designer and Developer Position

We have placed the Web Designer position on INDEED and LinkedIn. At this point, I have interviewed 4 candidates and trying to schedule several other interviews. Please let me know if you know of anyone who may be a qualified candidate.

8. Financial Commitment Letters – mailed on March 6, 2019 with a return deadline of April 12, 2019

Financial Commitment Letters are coming in. Jon, Andy and I are following up with outstanding letters to confirm commitment \$'s for FY' 20. World Wide Technology Raceway at Gateway is the big one still outstanding. They are still finalizing their Budgets and we should be hearing by end of month.

9. Visitor Guide 2020

Pat White will be working on the 2020 Visitor Guide as a Contract Employee. Discussions are taking place to change the format of this year's Guide. The Travel Industry Visitor Guide is becoming more of an Editorial Magazine. More Storyline information is the focus with less "Listing" information. We are looking to re-design the Guide to include more Editorial with the intent to drive people to the Website for all regional information.

RFP's for the Printing of the Guide have been sent out and responses are due 4/26. There is a Possibility that we will go to two "Seasonal Visitor Guide" publications based on cost but that is to be determined at this update.

**Next Board Meeting: Wednesday, July 24, 2019 at 1:30pm
(ILLINOISouth Tourism Office)**