

ILLINOIS South Tourism
Board of Directors Meeting
Wednesday, Jan 22, 2020

Present:

BOND COUNTY: Dennis Potthast	CLARK COUNTY: Norma Calvert, Bailey Maulding	CLAY COUNTY: Chris Thompson
CLINTON COUNTY: Sandy Timmermann, Jim Sullivan	CRAWFORD COUNTY:	CUMBERLAND COUNTY: Billie Chambers, Tania Craig
EDWARDS COUNTY: Dennis Turpin, Debra Fearn	FAYETTE COUNTY:	HAMILTON COUNTY: Monica Tucker, Jerry Prince
JASPER COUNTY: Jane Casey	LAWRENCE COUNTY: Jim Gardner	MADISON COUNTY: Rosemarie Brown
MARION COUNTY: Sonya Germann, Ben Stratemeyer	MONROE COUNTY: Clyde Heller, Jim Hill	PERRY COUNTY: Judy Smid, Carrie Gilliam
RANDOLPH COUNTY: Emily Lyons, Ronnie White	RICHLAND COUNTY: Belinda Henton, Karen Bell	ST. CLAIR COUNTY: Cathleen Lindauer, John West
WABASH COUNTY: Jim Pfeister, Brenda Bobbitt	WASHINGTON COUNTY: Marvin Steinkamp, Doris Povolish	WAYNE COUNTY: Royce Carter, Gary Sloan
WHITE COUNTY:		

Absent:

BOND COUNTY: Adam Boudouris	CLARK COUNTY:	CLAY COUNTY: Clint Green
CLINTON COUNTY:	CRAWFORD COUNTY: Lisa Schaefer, Tom Compton	CUMBERLAND COUNTY:
EDWARDS COUNTY:	FAYETTE COUNTY: Mayor Ricky Gottman	HAMILTON COUNTY:
JASPER COUNTY: Mindy Hartke	LAWRENCE COUNTY: Tom Robinson	MADISON COUNTY:
MARION COUNTY:	MONROE COUNTY:	PERRY COUNTY:
RANDOLPH COUNTY:	RICHLAND COUNTY:	ST. CLAIR COUNTY:
WABASH COUNTY:	WASHINGTON COUNTY:	WAYNE COUNTY:
WHITE COUNTY: Kathy Sands, Cindy Conley		

Meeting Called to order:

Marvin Steinkamp called the meeting to order, thanked everyone for attending. He also notified the board of a past board member from Wayne County, Gerry Donahoe, passed away and please take a moment of silence to recognize Gerry. Welcomed the new Board Member Brenda Bobbitt from Wabash County, she is filling the position of Rod Rodriguez who retired.

Roll Call by Belinda Henton:

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

Approval of October Board Meeting Minutes:

John West made a motion to accept the October Board Meeting Minutes and Cathleen Lindauer seconded. Marvin Steinkamp put the motion to a vote to approve the reports as presented and motion carried.

Monthly Executive Committee Reports:

The Executive Committee conference calls have been conducted second Wednesday of each month and conversations revolve around Financials, Grants and Strategic plan.

Annual Audit Report:

Darlene introduced Bill Dixon who presented the Audit Results. Bill stated everything was gone over with the Finance committee before this meeting. He reported, we are in compliance and clean opinion on all. Recommendation from the Finance Committee was to accept the audit. Motion made by Carrie Gilliam to accept the audit second by Emily Lyons, motion carried. One final item from Bill was Darlene, Dan and Staff are very forthright and make the audit process a lot easier than some, they should be commended.

Financial Statements and LTCB for 2nd Quarter**Denny Potthast reported Financials:**

- LTCB and Financial forms are also available on our Web site as always.
- Reserve account up to seventy-six thousand five hundred ninety-four dollars and twenty-five cents. (\$76,594.25)
- January LTCB account should be in any day and will be added to the reserve account to pay it back up to the full one hundred fifty thousand. (\$150,000.00)
- Operating account is current at Thirty-three thousand eighty-five dollars and twenty-two cents. (\$33,085.22)
- Accounts receivable of One hundred and two thousand five hundred and fifty-eight dollars. (\$102,558.00)
- Accounts payable of Ninety-four thousand eight hundred twenty-six dollars thirty cents. (\$94,826.30)
- We have one more payroll this month of fifteen thousand. (\$15,000.00) So at the end of January 2020, we should have a balance of twenty-five thousand eight hundred sixteen dollars and ninety-two cents. (\$25,816.92)

No questions or comments, Marvin asked for a motion to approve the financial report. Approved by Rosemarie Brown and seconded by Jim Pfeister. Motion carried.

Denny submitted the Treasurer's report that verifies the bank reconciliations, payrolls, general ledger financial statements and quarterly LTCB reports. All reports have been reviewed and approved.

Meeting went into Closed Session:

Ricky Gottman from Fayette County asked to attend the executive session via conference call. Open Meeting Act permits this, if the board accepts his reason for not being in attendance and the executive committee has. So, it's now up to the board, we need a motion to allow this to happen. John West made that motion and Billie Chambers second. Two opposed Royce Carter and Dennis Potthast. All the rest were in favor. Roll call vote was completed by Belinda Henton to go into Closed session approved by Dennis Potthast and second by Cathleen Lindauer.

Back in Open Session:

Royce asked the board if Dan Krankeola's compensation will be retroactive. This motion was put to a vote. Motion approved by Ben Stratemeyer and second by Royce Carter, motion carried. The date of Retro will be January 15th.

Old or New Business:

None.

Break Out for 10 minutes.

Meeting resumed: with Strategic Plan Re-Cap

Presentation by Stephen Powell.

Survey results:

- Chicago and St Louis seen as direct competitors for visitors and should be partners and drive business.
- Most important services provided by ILLINOISouth: visitors guides, advertising and web site.
- Perceive ILLINOISouth as a place to live, work, and weekend getaways.
- Ratings for ILLINOISouth Visitors Experiences
 - Above average, Festivals & events, casual dining and outdoor adventures
 - Below average, Culinary events, arts & culture activities and evening entertainment.
- ILLINOISouth has to offer Small town Americana, very friendly people, and passionate about our hometowns.
- We are heavy on day trippers, need to increase overnights, could double our economic impact.
- Need to market to the West side.
- Sightseeing is huge for ILLINOISouth
- Spending is mostly on meals and shopping.
- Geofencing is a great idea for ILLINOISouth
- Generate more interest in marathons, sporting events, business travel, weddings, bicycle rides, capturing the millennials and increase business.
- Do more on Agri-tourism.

Dan Krankeola: Presidents Business Report.

- LTCB Update: Numbers were stated earlier. Funds are still coming in from the state. The Bureau was awarded three additional grants for fiscal year 2020. Those grants include Marketing partnership, international and the private sector totaling \$250,000.00. The private sector grant was awarded to Worldwide Technology Raceway because of the two new events this year in the amount of \$150,000 to market those events.
- Hopefully you have seen the New Visitors Guide and you like it. It has a new look to it. It's not really a complete detailed listing of everything in our territory, it's a sampling. The purpose is to drive people to our Website. We look forward to receiving any feedback. Jeremy is currently distributing them the next two weeks into your community.
- Some of the grant dollars we received, we will be doing an extensive marketing digital campaign with Tailored Media, focusing on attractions and events by region. Tailored Media will be marketing on several social media platforms: Instagram, Facebook, LinkedIn, You Tube and Snapchat. This will launch in May.
- Tourism Times event submissions deadline was January 15th, which has passed, however that does not mean you won't get in the spring summer issue. The final draft date for that is February 10th, the Fall issue deadline is May 1st and the Holiday issue deadline is August 1st.
- Web site update. April launch.
- County Recertification letters and financial commitment letters will be going out next week. Recert letters will be sent out on January 24th the return deadline is February 21st. Those go directly to the county board chairman. And the financial commitment letters will be sent out on March 6th with a return deadline of April 10th.
- The Illinois governor's conference is coming up March 16th through the 18th. We are going to be submitting for Excellence in Tourism awards for the following categories:
 - Outstanding niche targeting, we will be focusing and submitting the Hidden Gems, that's when Andy and Christine go out into your communities and find restaurants or retail shops or attractions that they do a video on.
 - The niche targeting, best social media marketing, our Facebook videos Andy is doing Facebook videos for your communities and attractions.
 - Best branding initiative is finding your adventure, our overall regional and seasonal videos. As you can see, videos are what we are really pushing into the excellence in tourism awards.
 - The best event or festival the Indy car/ NASCAR truck series over at Worldwide Technology.
 - The best PR campaign, the Mid-America Airport Visual Campaign. We have been extensively involved with working with Mid America, the best tourism marketing campaign worldwide technology once again. So, we have lots of entries and hoping something comes home a winner.

Staff Reports: (all available on web site)

Christine Orr, Sales and Marketing Manager:

Community Visits: Belleville, Centralia, Columbia, Chester, Coulterville, Fairview Heights, Greenville, Lawrenceville, Lebanon, Prairie Du Rocher, Salem, Vandalia, Woburn

Meetings: Marketing Meeting (FVH), Groundbreaking at Castle Ridge Event Center (Centralia), Meeting with the following Media outlets: Spectrum, STL Public Radio, Over the Top TV and CTM, Carillon (Centralia), Belleville Holiday, Christkindlmarkt (Belleville), New Leaf (Lawrenceville), Fort du Chartres (Prairie Du Rocher), Randolph County Historical Society Museum (Chester), Salute to the Arts (Fairview Heights), STL Gateway Arch, Salem Meeting, Greenville Tourism Meeting, Lebanon Chamber of Commerce Meeting,

Bureau Activities: Hidden Gem Videos (Pie Trail and Coulterville Pistol City Restaurant and Saloon), ICCVB in Galena, KCTrail Membership Meeting, Urban Air Adventure Park Walk through, Centralia Frightseeing Trolley Tour, Coulterville Lights Display Video, Woburn Christmas Display Video

Promotional Projects:

Okawville – Print Media Buys for Okawville Christmas Stroll

Vandalia – Media buys for Olde Tyme Christmas - Print

Lebanon – Rack Card for Victorian Holiday

Olney - Shopping / Dining Brochure

Maeystown – ads for Old Fashioned German Christmas - Print

Warehouse 300 – Fliers

City of Belleville – Belleville Holiday Christmas media buys – Radio/print/digital Marketing

Christkindlmarkt – Belleville – media buys – Print

Ad Sales for Holiday Tourism Times

Andy Waterman, Communications Manager:

October 2019 – Early January 2020

Community Visits: Belleville, Highland, Mascoutah, New Baden, Madison, Waterloo, Coulterville, Woburn, Fairview Heights, Pocahtontas, Valmeyer, Fort Kaskaskia

Bureau Activities: Represented ILLINOISouth at several SLAA meetings (sit on the board), presented to Southwestern Illinois City Managers Association

Promotional Projects:

Helping with media for 20th Du Quoin HLF

Flugel Fest – Highland

Communications Projects:

Writing the Spring/Summer Tourism Times as we speak

MidAmerica Airport trying to increase its inbound flights as well as its presence on social media – so we’re doing an ad campaign based around videos of things to do in the area for inbound flights. To increase their presence, we have teamed up on a video series called “Mic’d Up at MidAmerica” – commitment of over \$13,000

Secured our first social media takeover of Enjoy Illinois in a year in a half – and it was extremely successful. Audience of 251,000 followers

- 1,765 engagements (average for a takeover is 1,392)
- Reach of 44,240 (average for a takeover is 31,015)
- Secured another takeover for May 26th

We had a video go viral in December – Woburn Christmas Lights was shared 2.1 thousand times and reached 152,049 people with 30,486 engagements

One of our videos on Enjoy Illinois caught the eye of someone at KSDK, and they ended up going out and doing a story on the Pop Up Shop in Columbia, and a separate feature on a business in Columbia because of it (Dixie Grace Candles)***Produced 18 videos last quarter***
***For 2019 we had a total of 89 videos that we produced and posted on Facebook, which reached 1,271,545 people organically – no boosting or dollars used. The value on that is well over \$10,000 – which on the low end is what it would have cost to pay an ad agency for those types of results

- Reached an average of 14,287 people per video post, average reach for a post with just picture or text – 750 people

***86 videos posted to YouTube in 2019 (now 114 videos on our channel total) – amassed 61,330 views this year

Tamber Wade, Graphic Designer/Social Media Specialists:

October – December

Digital Marketing

Facebook Ad Campaigns (12)

- Highland Flugelfest
- Olney Boo Bash
- Olney Oktoberfest
- Lebanon Fall Festival
- Fort de Chartres 100 Year Anniversary
- ILLINOISouth Holiday Sign Up
- Vandalia Olde Tyme Christmas
- Okawville Country Christmas Stroll
- Casey Candy Canes on Main
- McLeansboro Holiday Campaign
- MidAmerica Airport
- Du Quion Holiday Lights Fair

Email Campaigns (8)

- October E-Newsletter
- November E-Newsletter
- Holiday Tourism Times
- History Insider
- Recreation Insider
- Shopping Insider
- 21+ Insider
- Art Insider

Email Campaign Numbers:

- 16.7% Open Rate
- 3.2% Click Rate

Social Media Follower Counts:

- Facebook: 12,544
- Twitter: 504
- Instagram: 1,295
- Youtube: 31

Graphic Design Projects

- Ads
 - Belleville – Christkindlmarkt
 - Scott AFB Guide
 - Du Quion – 20th Lights Fair Ads
 - ILLINOISouth – 2020 Visitor Guide Ads
 - Antique Explorer
 - Midwest Meetings
 - WWTRaceway 2020 Season
 - Go Camping
 - ROUTE Magazine
 - O’Fallon – Scott AFB Ad
 - Okawville – Country Christmas Stroll Print Ads
 - Vandalia- Olde Tyme Christmas Print Ads
- Print Materials
 - American Thresherman – 2020 Show Brochure
 - Chester – Christmas on the River Brochure
 - Du Quoin – Holiday Lights Brochure
 - Lebanon – Victorian Holiday Rack Card
 - ILLINOISouth – Fall Tourism Times
 - Holiday Tourism times
 - Olney – Dining and Shopping Guide
 - Warehouse 300 Flyers

Lexi Bateman, Web Content Specialist:

Current Web Updates as of 01/08

- Updated **169** existing listings
- Added **78** listings
- Deleted **127** permanently closed listings
- Input **62** events

New Site Development Status

- Approved design concepts for new website
- Development underway as of 01/06
- Expecting first-round review between 03/03 and 03/10

Projects

- Wrote **13** blog posts
 - Looking Toward 2020: ILLINOISouth in the New Year
 - A Year in Review: The Best of ILLINOISouth in 2019

- One-Day Holiday Tour of Belleville
- River Travel Magazine's Best Holiday River Town: Prairie du Rocher & Red Bud Nominations
- Your Guide to Holiday Arts & Theater in ILLINOISouth
- Get in Shape for Thanksgiving in ILLINOISouth
- ILLINOISouth's Must-See Holiday Craft Fairs 2019
- Let There Be Lights!: Holiday Lights Displays in ILLINOISouth
- Du Quoin Holiday Lights
- Halloween Events & Parades in #ILSouth
- Fall Festivals in #ILSouth
- Coffee Shops & Cafes in ILLINOISouth
- It's Time to Wine Down in ILLINOISouth
- Designed **52** blog header images
- Ad for Illinois Travel Magazine Spring/summer
- Maeystown ads
 - Old Fashioned German Christmas (**3**)
 - Frauenabend (**2**)
 - Trifold and gatefold brochure
- Warehouse 300 ads
 - Market Days (**3**)
- Developed website listings guidelines for distribution to county board chairmen

Nick Waterman, Sales and Marketing Manager:

Community Visits: Lawrenceville, Centralia, Olney, Prairie du Rocher, Chester, Waterloo, Columbia, Coulterville, Fairfield, DuQuoin

Meetings: Budget/Event Planning Meetings with Kelsie Sterchi (Olney), Budget/Event Planning Meetings with Jennifer Duensing (Ft. Du Chartres), Worldwide Technology Raceway Sponsorship, Gateway Arch & Riverboats, Meeting with Mascoutah City Manager, Promotional Video Meeting with Mayor Smith from Waterloo, Marketing Partner Meetings (Tailored Media, TV/Radio, CTM)

Bureau Activities: Attended Southwestern Illinois City Management Association Monthly Meeting, attended 1st Annual Sponsor Appreciation Luncheon for World Wide Technology Raceway, Attended City Strategic Planning Meeting in Fairfield, Kaskaskia Cahokia Trail Board Meeting

Promotional Projects:

Westwood Recreation – New Logo, Hometown Voice Ad, Radio Ads, Brochures

Mad Dog 2020 – Print, Radio, TV, Billboards

Fort Du Chartres 50th Annual Summer Rendezvous – Commemorative Booklet, Billboards, TV, Radio

Next Board Meeting will be on April 22, 2020 1:30 at the ILLINOISouth Tourism Office.

Meeting called for adjournment. Marvin asked for a motion to close the meeting. Carrie Gilliam moved, seconded by Judy Smid, motion carried..... meeting adjourned

Elaine Byrd, Recording Secretary

