

ILLINOIS South Tourism
Board of Directors Meeting
Wednesday, Jan 27, 2021. 9:00 am

Present:

BOND COUNTY: Dennis Potthast, Jes Adam	CLARK COUNTY:	CLAY COUNTY: Amy Allen
CLINTON COUNTY: Sandy Timmermann, Jim Sullivan	CRAWFORD COUNTY: Lisa Schaefer	CUMBERLAND COUNTY: Billie Chambers, Tania Craig
EDWARDS COUNTY: Dennis Turpin, Debra Fearn	FAYETTE COUNTY: Mayor Ricky Gottman, Jessica Hampton	HAMILTON COUNTY: Monica Tucker,
JASPER COUNTY: Jane Casey, Mindy Hartke	LAWRENCE COUNTY: Paige Harvey, Tom Robinson	MADISON COUNTY:
MARION COUNTY: Sonya Germann, Ben Stratemeyer	MONROE COUNTY: Clyde Heller, Jim Hill	PERRY COUNTY: Judy Smid, Carrie Gilliam
RANDOLPH COUNTY: Emily Lyons,	RICHLAND COUNTY: Belinda Henton,	ST. CLAIR COUNTY: Cathleen Lindauer, John West
WABASH COUNTY:	WASHINGTON COUNTY: Marvin Steinkamp, Doris Povolish	WAYNE COUNTY: Royce Carter
WHITE COUNTY: Kelly Northcott, Cindy Conley		

Absent:

BOND COUNTY:	CLARK COUNTY: Norma Calvert, Bailey Maulding	CLAY COUNTY: Doug Spitzner
CLINTON COUNTY:	CRAWFORD COUNTY:	CUMBERLAND COUNTY:
EDWARDS COUNTY:	FAYETTE COUNTY:	HAMILTON COUNTY: Jerry Prince
JASPER COUNTY:	LAWRENCE COUNTY:	MADISON COUNTY: Rosemarie Brown, Mallord Hubbard
MARION COUNTY:	MONROE COUNTY:	PERRY COUNTY:
RANDOLPH COUNTY: Ronnie White	RICHLAND COUNTY: Karen Bell	ST. CLAIR COUNTY:
WABASH COUNTY: Jim Pfeister, Brenda Bobbitt	WASHINGTON COUNTY:	WAYNE COUNTY: Gary Sloan
WHITE COUNTY:		

Meeting Called to order:

Marvin Steinkamp called the January meeting to order, thanked everyone for attending. Welcomed the new Board Members Paige Harvey (Lawrence Co.) Kelly Northcott (White Co.) Amy Allen and Doug Spitzner (Clay Co.)

Roll Call by Belinda Henton:

Having established a quorum (quorum is 24) and 32 were present, the meeting continued.

Approval of October Board Meeting Minutes:

John West made a motion to accept the October Board Meeting Minutes and Dennis Potthast second. Marvin Steinkamp put the motion to a vote to approve the reports as presented and motion carried.

Annual Audit Report:

Denny turned the meeting over to Bill Dixon from Rice and Sullivan, he 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. Audit was performed under their standards and Governmental standards Recommendation from the Finance Committee was to accept the audit.

Motion made by Dennis Potthast to accept the audit second by Ricky Gottman, motion carried. One final item from Bill was Darlene 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 one hundred and fifty five dollars and thirty two cents. (\$150,005.32)
- Operating account is current at One hundred thousand eight hundred and seventy five dollars and ninety seven cents. (\$100,875.97)
- Accounts receivable of Fifty seven thousand nine hundred and eighty dollars. (\$57,980.00)
- Accounts payable of Sixteen thousand one hundred ninety five dollars thirty one cents. (\$16,195.31)
- Ending balance of one hundred and forty two thousand six hundred and sixty dollars and sixty six cents. (\$142,660.66)

Received another grant and amended budget, Denny turned it over to Darlene to present.

Darlene stated we applied for The Big 2 Round Grant from Illinois and were awarded \$145,000.00. Due to that a modification of our DCO grant had to be completed. The Big 2 grant must be used for Payroll, rent, telephone expenses and administrative costs.

Advertising budget for LTCB was \$83,000.00, Promotional advertising budget is \$224,000.00. Promotional advertising from the state is turned off until April. PPT loans applied for were in the amount of \$57,000.00 we will have ten months to use and it also must be used for Personnel, rent and administration costs. This is still in process.

Denny stated the Finance committee did meet and they voted to approve the amended budget and we look for the board's approval. Denny made the motion to approve the budget and Ricky Gottman second Motion carried.

Cathleen Lindauer asked the question "Grants that Darlene spoke of, are they non-match grants? Darlene stated YES.

Ricky Gottman commented, "It is sure a good feeling of how our staff is handling everything and our Bureau is in good shape.

Executive Committee Reports:

The Executive Committee conference calls have been conducted first Tue of each month, and conversations revolve around Financials and Grants

Darlene explained. Fiscal year 2020 we could not use our advertising funds from March-June and our LTCB funds would have been lost so Darlene proposed to the executive committee to Pre pay Andy, Christine and herself for five future payrolls to use those funds and avoid losing them, and the next five payrolls would not be paid out. The financial committee agreed to this and agreements were signed and implemented. Motion to approve this made by Denny and Second by Ricky Gottman, all agreed and Motion carried.

Old Business: None.

New Business: Election of officers by the nominating committee. Nominating committee includes Ben Stratemeyer(chairman), Sandy Timmermann, Carrie Gilliam, Cathleen Lindauer, and Gary Sloan. Ben reported the nominating committee met and they nominated the same committee members from the past two years.

Marvin Steinkamp (Chairman)

Sonya Germann (Vice Chairman)

Dennis Potthast (Treasurer)

Belinda Henton (Secretary)

Course of action was determined to appoint the same officers, Cathleen also asked if there were any nominations from the floor? There were none, Ricky Gottman made a motion to accept the nominations as presented by the committee and John West second to accept the slate by the nominating committee, all were in favor and motion carried.

Personnel Committee:

Back in March Darlene was appointed as Interim CEO after Dan Krankeola resigned. Clyde Heller (personnel chairman) addressed the personnel committee with an E-mail and proposed appointing Darlene Chapman to permanent status of CEO/Finance Director with no additional compensation. Debbie Fearn raised the question, can Darlene hold both titles and Marvin stated they spoke with the auditors and it was confirmed approved. Clyde made recommendation to vote on permanent title and Ricky Gottman made a motion to remove interim and appoint Darlene, Dennis Potthast second.

Belinda Henton took Roll Call for Vote, 26 Yes and 3 No Unanimous carries.

Staff Reports: (all available on web site)

Interim Pres., Finance and Admin Report: Darlene Chapman

Darlene thanked the board for their vote of confidence and moving forward.

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)

FYI :

Open Meeting Act Training: Reminder we need everyone to be certified IF you have not completed your training please do so.

Marvin reminded everyone to check on the web site, the listing of all the board members and staff to be sure all your information is correct.

Also the committee's are posted on the web site and if anyone ever has an interest to serve on a committee please reach out to him.

Next Board Meeting will be on April 28, 2021 9:00am per Zoom call.

Meeting called for adjournment. Marvin asked for a motion to close the meeting. Royce Carter moved, seconded by John West, motion carried..... meeting adjourned.

Elaine Byrd, Recording Secretary