

ILLINOISouth Tourism
Board Meeting Agenda
January 22, 2020

Call to order / Welcome New Board Members

Roll call (24 members required for quorum)

Approval of minutes (October 24, 2018 Board Meeting)

Financial Committee Report (Denny Potthast):

1. FY19 Audit – Bill Dixon (Rice & Sullivan)
2. 2nd Quarter LTCB and Financial Statements

Executive Committee Report (Marvin Steinkamp):

1. Monthly Executive Committee Reports
2. Closed Session – President/CEO Evaluation
3. Old Business
4. New Business

Break

1. Steve Powell: Strategic Plan Economic Impact Review

President's Report:

1. LTCB Update
2. Marketing Partnership Grant \$100,000.00 / International Grant \$17,212.00 / Private Sector Grant \$150,000.00 For 2 New Events @ WWTR@G.
3. 2020 Visitor Guide/Polybag
4. Tailored Media Digital Marketing Plan
5. Staff Reports
6. Tourism Times Event Submissions
7. Website update
8. County Recertification and Financial Commitment Letters
 - a. County Recertification will be sent out on January 24 – return deadline is February 21
 - b. Financial Commitment Letters will be sent out on March 6 – return deadline April 10
9. Illinois Governors Conference / Excellence in Tourism Awards
 - a. OUTSTANDING NICHE TARGETING – Hidden Gems
 - b. BEST SOCIAL MEDIA MARKETING – Facebook Videos
 - b. BEST BRANDING INITIATIVE – Finding Your Adventure – Overall Regional and Seasonal Videos
 - c. BEST PRINTED COLLATERAL – ILLINOISouth Tourism – Coloring Books
 - d. BEST COOPERATIVE PARTNERSHIP – KCTrail - TBD
 - e. BEST EVENT OR FESTIVAL – Indy Car / Nascar Truck Series WWT
 - f. BEST PR CAMPAIGN – Mid America Airport Visual Campaign
 - g. BEST TOURISM MARKETING CAMPAIGN – WWT
10. Any County/City celebrating anniversaries or big events of any kind
11. Board Member Q&A

Items for Discussion from Board Members

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