

ILLINOISouth Tourism
Board of Directors Meeting
Wednesday, January 23, 2019

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

Present:

Bond County
Denny Potthast

Clark County
Bailey Maulding
Norma Calvert

Clay County
Clint Green

Clinton County
Jim Sullivan
Sandy Timmerman

Edwards County
Martha Speir
Dennis Turpin

Hamilton County
Monica Tucker

Jasper County
Jane Casey

Lawrence County
Bill Gray
Jim Gardner

Madison County
Rosemarie Brown
Mayor Allen Adomite

Marion County
Sonya German
Ben Stratemeyer

Monroe County
Clyde Heller
Jim Hill

Montgomery County
Sarah Waggoner
Valerie Belusko

Perry County
Carrie 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
Amy Marcoot

Clay County
Chris Thompson

Cumberland County
Billie Chambers
Tania Craig

Fayette County
Mayor Ricky Gottman

Hamilton County
Jerry Prince

Jasper County
Diane Scott

Perry County
Judy Smid

White County
Cindy Conley

Marvin Steinkamp thanked everyone for coming to the meeting and welcomed the new Board Members: Bailey Maulding from Clark County, Monica Tucker from Hamilton County and Jim Gardner from Lawrence County.

Roll Call by Rod Rodriguez:

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

The flow of the meeting will be conducted differently now. All motions that need Board Approval will take place at the beginning of each meeting, followed by the break and then the President's Report (Dan Krankeola).

Approval of October Board Meeting Minutes:

Rosemarie Brown made a motion to accept the October Board Meeting Minutes and Jim Sullivan seconded. Marvin Steinkamp put the motion to a vote to approve the reports as presented and motion carried.

Financial Committee Report (Denny Potthast):

FY18 Audit – Bill Dixon (Rice & Sullivan):

Bill Dixon with Rice & Sullivan conducted our annual audit. Gary Krauss passed away recently, and Rice & Sullivan purchased Gary's business.

Overall the audit was a success. Dan and Darlene make the process very easy for the Auditors. They signed the Management Representation Letter – which basically states that they've given Rice & Sullivan all the information they requested to complete the audit. Bill presented all his findings to the Finance Committee prior to the Board Meeting.

Our bureau works on a cash basis not on an accrual basis and we were in compliance with that report.

A new report used this year is a Governmental Auditing Standards. This auditing standard is an organization receives grants. We were in compliance with that report as well.

Ben Stratemeyer asked a question regarding Payroll Tax and when we should pay that. Darlene said that we are required by state to pay those taxes within three days following pay days. We have no outstanding payroll taxes at year end.

He described several of the pages, but we were in compliance with all reports.

Overall the audit was a success and we plan on started the audit process earlier next year.

Carrie Gilliam made a motion to accept the FY18 Audit and Cathleen Lindauer seconded. Marvin Steinkamp put the motion to a vote to approve the reports as presented and motion carried.

1st Quarter LTCB and Financial Statements (from October Board Meeting)
2nd Quarter LTCB and Financial Statements
(Denny Potthast reported):

Line of Credit - \$150,000
Reserve Bank Account - \$43,940.46 (Should have the reserve account back to the original amount of \$150,000 in three months)
Operating Account - \$2,924.72
Accounts Receivable - \$118,438.60
January LTCB should be coming in soon - \$76,910.91
Accounts Payable - \$167,489.99
Balance - \$30,784.24

The 1st and 2nd Quarter LTCB and Financial Statements can be found online under the Board Member tab.

Royce Carter made a motion to accept the 1st and 2nd Quarter Financial Statements and Mayor Allen Adomite seconded. Marvin Steinkamp put the motion to a vote to approve the reports as presented and motion carried.

The Check List, showing that the bank reconciliations, payroll, general ledger and quarterly LTCB reports have been verified, was handed to Christine to place in the Board Meeting File.

Each year the state sends down a monitor to audit our records on the state level. We were audited for the last 5 years and we are totally up to date. That was a successful audit as well.

Denny handed Christine the report showing that the bank reconciliation, payroll, deposits, general ledger and quarterly LTCB Reports have all been reviewed.

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.

Old Business:
Closed Session (2C2) – Roll Call (Christine Sopiars)
Roll Call coming back into Open Session (Christine Sopiars)
CEO Compensation Package

Mayor Allen Adomite made a motion to go into closed session (2C2) and Cathleen Lindauer seconded. Christine did roll call to go into Closed Session (2C2).

Board went into closed session. Christine took roll call prior to going into closed session.

Royce Carter made a motion to accept the Executive Committee's Recommendation for the CEO's Salary Package and Gary Sloan seconded. Cathleen asked that the Compensation Package be described so everyone knows what they are approving. Dennis Turpin asked that it be described as well.

These are the items that are changing in the CEO Compensation Package:

Dropping the phone allowance and Dan is directed to have a company phone. The CEO annual salary will go to \$119,210.00. Everything else remains the same.

Roll call for Salary Package Acceptance:

Denny Potthast - Yes

Bailey Maulding - Yes

Norma Calvert - Yes

Clint Green - Yes

Jim Sullivan - Yes

Sandy Timmermann - Yes

Martha Speir - Yes

Dennis Turpin - Yes

Monica Tucker - Yes

Jane Casey - Yes

Bill Gray - Yes

Jim Gardner - Yes

Rosemarie Brown - Yes

Mayor Allen Adomite - Yes

Sonya German - Yes

Ben Stratemeyer - Yes

Clyde Heller - Yes

Jim Hill - Yes

Sarah Waggoner - Yes

Valerie Belusko - No

Carrie Gilliam - Yes

Emily Lyons - Yes

Ronnie White - Yes

Belinda Henton - Yes

Karen Bell - Yes

Cathleen Lindauer - Yes

John West - Yes

Jim Pfeister - Yes

Rod Rodriguez - Yes

Marvin Steinkamp - Yes

Doris Povolish - Yes

Gary Sloan - Yes

Royce Carter - Yes

Kathy Sands - Yes

New Business:

Nominating Committee Report (Ben Stratemeyer – Chairman of the Nominating Committee)

Election of Officers

Marvin asked several board members to serve on the Nominating Committee. This committee's is to discuss and present to the Board the option of re-election of the

Executive Board. Ben Stratemeyer served as the committee chair and the committee was made up of Doris Povolish, Sarah Waggoner, Jim Sullivan and Carrie Gilliam. The committee represented all three regions.

Ben Stratemeyer reported:

The committee met by conference call and then again prior to this meeting. Sarah Waggoner served as secretary and provided Ben and Christine with meeting minutes.

The recommendation for the Executive Committee is as follows:

Marvin Steinkamp – President

Sonya German – Vice Chairman

Dennis Potthast – Treasure

Belinda Henton – Secretary – replacing Rod Rodriguez

Everyone on the committee unanimously voted for the above nominees. Ben then addressed the entire board and asked if there were any other nominations for the Executive positions.

Gary Sloan made a motion to close the nominations for Election of Officers as presented by Ben Stratemeyer and Clyde Heller seconded.

Royce Carter made a motion to accept the nominee's for Election of Officers as presented by Ben Stratemeyer and Cathleen Lindauer seconded. All Board Members were in favor and the motion was passed.

Marvin thanked Rod Rodriguez for serving on the Executive Committee. He will remain on the board and will continue to represent Wabash County.

Other new business:

County Board Chairman and County Clerk

OMA Training

Re-appointment Letters

Christine Sopiars confirmed County Board Chairman and County Clerks for each of our counties to update her file.

OMA Training:

Board Members are required to take the online training and present a certificate of completion to have on file.

Reappointment Letters:

We still need several county reappointment letters

Bond, Clark, Clay, Crawford, Fayette, Madison, Monroe, Montgomery, Perry, Wabash, Washington and Wayne.

Break

President's Report:

LTCB Update:

We are receiving our monthly LTCB installments. Governor Pritzker will release the 2020 budget in about 3 weeks.

5 Year Strategic Plan:

We are working with Destination Services LLC to create 5-year strategic plan for ILLINOISouth Tourism. Steve Powell is the owner and has experience in the Tourism Industry. He served as the CEO for the St. Charles CVB. This should be a 4-5-month production period. He will contact some of the Board Members to ask some questions.

Regional Tourism Meetings:

We are going to be planning some regional meetings. 2 in the western region on April 3-4, 1 in the central region on May 8 and 1 in the eastern region on May 9. The meeting focus will include what we do, who we are, discuss our economic impact numbers. We are inviting the Board Members, local dignitaries, business owners, attraction sites etc. We would love to have the board help spread the word. Invitation will be sent out once details have been finalized.

Marketing Partnership Grant:

The state is telling us that the MPG will be offered this year. They need to hire someone to oversee this process. Once someone is in place, we will submit our application to receive some additional funds for FY19.

2019 Visitor Guide:

We poly bagged the Visitor Guide in the St. Louis Magazine mailing. Jeremy is in the process of delivering the Visitor Guides to all our communities.

Staff Reports:

Staff Reports:

Jon:

Troy, Shiloh, Olney, Mt. Carmel, Lawrenceville, Robinson, Newton, O'Fallon, Okawville, Centralia, Highland, Belleville, Vandalia, Fairview Heights, Litchfield, Hillsboro, Waterloo, Grayville, Red Bud, Maeystown, Prairie De Rocher, Chester, Sparta, Columbia

Projects Worked/Working on

- Holiday lights - DuQuoin
- Christmas Stroll - Okawville
- Holiday Tourism Times & Spring/Summer Tourism Times
- Project Manager Tourism Times
- Visitor's Guide
- Mid America Airport - \$10k social media
- Christkindlmarkt – Radio and print
- Go USA Food shoot – Litchfield
- ICCVB – Galena
- SLAA – Planning session
- Salem – Holiday Inn billboard

- KC Trail brochure
- Jasper County Brochure

Emily Lyons would like to be contacted when they come to Randolph County in the future.

Andy:

Community Visits:

Du Quoin, Trenton, Breese, Carlyle, Fairview Heights, O'Fallon, Highland, Troy, Pocahontas, Litchfield, Hillsboro, Shiloh, Mascoutah, Columbia, Waterloo, Maeystown, Red Bud, Chester, Grayville, Belleville

Meetings:

ICCVB in Elgin, Route 66 Conference in Carlinville

Bureau Activities:

Presented at Troy High School for career fair day

Promotional Projects:

Holiday Lights – Du Quoin

Holiday Tourism Times

Visitors Guide

Warehouse 300 – newspaper and flyers

Children's Activity Book

American Thresherman tri-fold

Rest Up Campground and RV/Westwood Recreation - Radio

Videos for social media – 6 posted (3 yet to be posted at this point – Red Bud, Waterloo, Chester) for 18,700+ views

Andy has a lot of experience with Video production and he is going to work on community videos and other videos to highlight events, venues and attractions. The 7 videos he has done so far have produced over 50,000 views and that is all organic. Montgomery has over 20,000 views on their video so far. Video is increasing in popularity! A user spends 88% more time on a website that has video. The Sales/Marketing Department has created a video sales sheet and will get that out as soon as possible. Andy is working on a video promo for our 23 counties. Andy is also doing testimonial videos and Karen Bell was one of the first testimonials he taped. He is going to do more.

The Kids Activity Books have been a huge hit, so we are going to do an annual book as well as 3 seasonal books throughout the year.

Tamber:

Ads

Fairview Heights – Gateway Motorsports Fan Guide Ad

ILLINOISouth – Antique and Vintage Explorer Jan-Feb

American Road Ad

Spring 2019 Tourism Time Ads

Gateway Motorsports Fan Guide Ad

Scout Magazine Ad

Branding; Business Cards and Envelopes

2019 Visitor's Guide Ads

Litchfield — Discover Central Illinois Ad

Show me Route 66 Magazine Ad

Heartland Outdoors

Terrain Magazine
Nashville – Scout Magazine
Randolph County – Scout Magazine
Vandalia – Scout Magazine

Print Materials

Centralia – Restaurant Guide
Embarras River/Jasper County – County Map
Hoyleton – Chicken Dinner Flyer
Annual Meeting Postcard
ILLINOISouth – Kids Holiday Activity Book
Salem - Holiday Inn Express Billboard
Warehouse 300 – Flyers (Various events)
Waterloo – KC Trail Booklet
KC Trail Window Clings
New page in the Tourism Times will feature the KIDS Korner!!

Clyde Heller asked what the cost for 1,800 copies would cost. We paid \$1,375 for 2500 copies. Clyde thinks this would be great for school aged kids. We charge for \$400 a page to be in the annual book, \$300 a page when you do all three seasonal pieces and then \$350 for just one of the seasonal books. Clyde would be interested in 1,800 copies.

Tiffany:

Digital Marketing Sheet:

We average 11,451 daily impressions.

50,000 website page views

Best Organic Post – Montgomery County Video with 29,872 impressions

Ran Facebook Ads for Belleville, DuQuoin, Highland, Okawville, Olney and Palestine.

The ads had a total reach of 527,264 and over 1.8 impressions.

Mid America Airport – ad stats: total impressions 12,136,181 (cost per impression .61 cents).

DuQuoin Holiday Lights – ad stats: 981,517 (cost per impression \$2.54) and reached over 271,862 people

Total Facebook Ads in 2018 – 15,107,697 total impressions.

Working on Tourism Times!

Tourism Times Event Submissions:

Currently working on the Spring/Summer Tourism Times. Deadline for event submission was January 15. Fall deadline is May 1, August 1 for Holiday Issue.

Sonya really liked the postcard

Website update:

The website is up and running. Please go online and check all the information to make sure they are correct. Neil Jollenbeck's contract is up so his work here with us is done.

Community Visits:

Please contact Dan to come visit your community.

County Recertification and Financial Commitment Letters:

County Recertification letters will be mailed tomorrow and would like them back to us by February 24.

Financial Commitment Letters will be mailed on March 27 with a return deadline of April 17.

Illinois Governors Conference / Excellence in Tourism Awards:

We are submitting the following for pieces:

- a. BEST SOCIAL MEDIA MARKETING - MidAmerica Airport Campaign
- b. BEST LEISURE COLLATERAL - ILLINOISouth Kids Activity Book
- c. BEST VISITORS PUBLICATION - 2018 Visitors Guide Commemorative Issue
- d. BEST COOPERATIVE PARTNERSHIP - Belleville Route 15
- e. BEST EVENT OR FESTIVAL - NHRA

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

Meeting called for adjournment. Marvin asked for a motion to close the meeting. Denny Potthast moved, and seconded by everyone. So, moved..... meeting adjourned.

Christine Sopiars, Recording Secretary