

ILLINOIS South Tourism
Board of Directors Meeting
Wednesday, July 28th, 2021. 9:00 am

Present:

BOND COUNTY: Dennis Potthast,	CLARK COUNTY:	CLAY COUNTY:
CLINTON COUNTY: Sandy Timmermann, Jim Sullivan	CRAWFORD COUNTY: Lisa Schaefer	CUMBERLAND COUNTY: Billie Chambers, Tania Craig
EDWARDS COUNTY: Dennis Turpin	FAYETTE COUNTY: Mayor Ricky Gottman,	HAMILTON COUNTY:
JASPER COUNTY: Jane Casey	LAWRENCE COUNTY: Tom Robinson	CITY of Highland: Mallord Hubbard
MARION COUNTY: Sonya Germann,	MONROE COUNTY: Clyde Heller, Jim Hill	PERRY COUNTY: 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	WAYNE COUNTY: Gary Sloan
WHITE COUNTY: Cindy Conley, Kelly Northcott		

Absent:

BOND COUNTY: Jes Adam	CLARK COUNTY: Norma Calvert, Bailey Maulding	CLAY COUNTY: Doug Spitzner, Amy Allen
CLINTON COUNTY:	CRAWFORD COUNTY: Penny Shaw	CUMBERLAND COUNTY:
EDWARDS COUNTY: Debra Fearn	FAYETTE COUNTY: Jessica Hampton	HAMILTON COUNTY: Jerry Prince, Monica Tucker,
JASPER COUNTY: Mindy Hartke	LAWRENCE COUNTY: Paige Harvey	MADISON COUNTY: Rosemarie Brown,
MARION COUNTY: Ben Stratemeyer	MONROE COUNTY:	PERRY COUNTY: Judy Smid
RANDOLPH COUNTY:	RICHLAND COUNTY:	ST. CLAIR COUNTY:
WABASH COUNTY:	WASHINGTON COUNTY: Doris Povolish	WAYNE COUNTY:
WHITE COUNTY:		

Meeting Called to order:

Marvin Steinkamp called the July meeting to order, thanked everyone for attending.

Roll Call by Belinda Henton:

Having established a quorum (quorum is 24) with 27 in attendance, the meeting continued.

Approval of April Board Meeting Minutes:

John West made a motion to accept the April Board Meeting Minutes and Jim Pfeister second. Marvin Steinkamp put the motion to a vote to approve the reports as presented and motion carried.

Personnel Committee Reports:

Sent the Board Meeting into Closed Session for discussion of President/Finance Directors compensation. Motion was made by Dennis Potthast and Second by Gary Sloan and the meeting proceeded into Closed Session.

Back in open Session: Motion made by Gary Sloan and Second by Jim Pfeister to return to open session. Next motion to accept proposal for compensation packet discussed in closed session. Motion made by Jim Pfeister and Second by John West. None were opposed and Motion carried.

Financial Committee Statements and LTCB for 4th Quarter. Reports were displayed and reviewed**Denny Potthast reported Financials:**

- LTCB and Financial forms are also available on our Web site as always.
- Reserve account is up to one hundred and fifty thousand, and thirteen dollars and seventy five cents. (\$150,013.75)
- Operating account is current at Five thousand, two hundred and three dollars and sixty three cents. (\$5,203.63)
- Accounts receivable of Thirty seven thousand six hundred and ten dollars. (\$37,610.00)
- Accounts payable of Zero.
- Ending balance of Forty two thousand, eight hundred and thirteen dollars and sixty three cents. (\$42,813.63)

Denny stated the Finance committee met, and they went over all financial reports and Darlene presented the budget. Grant Expenses at Eight hundred and twenty two thousand, two hundred and eighty one dollars. (\$822,281.00) LTCB funding at this level is guaranteed for the next two years. Personnel cant be over. (\$411,140.50). Match expenses are at 25%. Darlene presented all reports for everyone to view, and now look for the board's approval of the budget. Gary Sloan made the motion to approve and Dennis Potthast second, motion carried.

Executive Committee Reports:

The Executive Committee conference calls have been conducted each month.

4th Quarter LTCB reports and Financial Statements were all sent out and need to be approved, Motion was made by Gary Sloan to approve and second by Sandy Timmermann motion carried.

Old Business: Items on the Agenda are listed so if any action needs to be implemented.

New Business:

By-Laws update by the Bylaws committee, Sonya presented the changes to clarify that Madison County is not certifying our Bureau. We now have 21 counties and not 22. City of Highland has recertified to stay with us. Please see Highlights on pages 5 and 7.

Motion was made to approve the changes by Gary Sloan and second by Jim Pfeister, Motion carried.

Future Board meeting. Marvin asked for feed back in regards to how the meeting will be held in the future. Gary Sloan stated he would like the meetings to be back in person, some did agree. But because of the COVID increase again, Cathleen Lindauer stated this will probably be determined by the state, John West suggested hopefully in the future we can get back to a split method being Zoom and in Person with social distancing. Marvin stated for now the executive committee and CEO will make the decision for the next meeting, will probably stay as Zoom.

No other New Business moving onto Staff Reports.

Staff Reports: (all available on web site)

Staff Reports: ~ CEO/Finance Director Report: Darlene Chapman

- Presentation of FY 21 Annual Report
- Received our FY'22 LTCB Grant amount = \$822,281.00
- IOT turned on promotional advertising as of 5/1/21
- Prepared and turned in FY'21 Modifications due to the BIG 2 & PPP funds
- Participated in a Co-Op Mktg opportunity w/IOT – Trip Advisor Ad Campaign
- Reviewed and approved new Mktg/Membership Packet
- Proofed Fall TT
- FY'22 Memberships are coming in
- Met with Christine and Andy to review FY'22 Marketing Plan and Budget
- Met with the By-Laws Committee to discuss changes to By-Laws for Bd approval
- Met with the Personnel Committee to discuss proposed recommendations for Bd approval
- Met with Finance Committee to review FY'22 Budget for Bd approval
- Visited/Meetings: Centralia and toured Castle Ridge, City of Belleville, Cory Jobe, KTRS, Nubability in DuQuoin, Tailored Media, Salem Mayor and Chamber rep Tabitha, and Art on the Square

Attended:

Weekly Staff Mtgs.
Monthly ICCVB Mtgs.
Monthly SW Leadership Council Mtg.
Monthly Exec. Board Call
KCT Trail Mtg.
Staff Social Media Mtgs.

Continued Job Duties:

A/R – Invoices to tourism partners'
A/P – Enter vendor invoices and cut check's
Bi-weekly P/R
Monthly Bank Reconciliations
Qtrly. P/R Reports
Qtrly. LTCB Grant Reports
Qtrly. Financial Statements
Qtrly. Backup information

~ Sales & Marketing/Website Report: Christine Orr

- Total Tourism Times Ad Sales - \$19,205.75.
 - Will send out a thank you letter and copy of Tourism Times to all the advertisers
- Holiday Tourism Times
 - I will begin selling ad space next week. Ad Space/Copy Deadline will be September 4
- KTRS Partnership – Will discuss this partnership (tag team style) with Andy Waterman
- Community Projects: Working with the following communities:
 - KCTrail, American Heritage Railroad, Greenville, Prairie du Rocher, Art on the Square (Belleville), Art in the Park (Highland), Salute to the Arts (Fairview Heights)
- Community Visits / Tourism Committee Meetings / County Board Meetings
- Events: Please submit all events on our website portal – Event deadline for the Holiday Tourism Times is September 17
- Annual Membership Renewals
- Membership Benefits
- Website
- Board Feedback

~ Communications Manager/Social media Report: Andy Waterman

- Produced the Fall Tourism Times – Printed 60k copies (24 pages), as well as digital version online
- Produced the Spring/Summer Tourism Times – Printed 50k copies as well as digital version online
- Working with MidAmerica Airport to help increase their social reach and air travel (Video Series)
- Working with interns Ally Ecker and Cela Cashel to produce blogs, add to our photo/video archives and more
- Continually updating our website with more blogs/information/itineraries
- Heading up a co-op with several other regional CVBs that we've coined the 'Southern Illinois Tourism Alliance.' Partners include: Carbondale, Effingham, Metropolis, Mt. Vernon, Southernmost Illinois, Visits, Benton/West City Chamber of Commerce
- Attending St. Louis Attractions Association meetings – sit on the board
- Made press appearances on WSIU radio, WSIL TV, and WTWO to promote our area for Time For Me To Drive campaign, and National Travel and Tourism Week
- Our stories on the Illinois Caverns opening back up went viral – reaching over 1.4 million people, making it our best post ever on social media as well as on our website
- Worked with Kat and Darlene to put together a TripAdvisor digital media campaign that the Illinois Office of Tourism partnered with us on
- Working with Christine on a new partnership with Big 550 KTRS
- Updating distribution list – ASKING FOR HELP FROM BOARD MEMBERS TO GET A LIST OF HIGH TRAFFIC PLACES IN YOUR COMMUNITIES WHERE OUR GUIDES SHOULD BE DISPLAYED

- Shooting and producing videos in many different counties and communities
- Continue to host social media takeovers on our Facebook page

~ Graphic Designer/Social Media Specialist Report: Katerina Engle

- Annual Fiscal Year Report
- Fall Tourism Times
- Marketing Collateral
 - Ads
 - Posters/Flyers
 - Brochures
 - Rack Cards
 - Billboards

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

Next Board Meeting: Wednesday, October 27, 2021 at 9:00am (per Zoom)

Elaine Byrd, Recording Secretary