

ILLINOISouth Tourism  
Board Meeting Agenda  
October 28, 2020 9:00 am

Call to order / Welcome New Board Members  
Roll call (24 members required for quorum)

Approval of minutes (August 26, 2020 Board Meeting)

Executive Committee Report (Marvin Steinkamp):

1. Executive Committee Zoom/Conference Calls
2. Future Board Meetings / Zoom calls
3. Board Committees / Nominating Committee

Financial Committee Report (Denny Potthast):

1. 1<sup>st</sup> Quarter LTCB and Financial Statements
2. Board Approval of 1<sup>st</sup> Quarter LTCB, Financial Statements and FY21 Budget

Old Business

New Business

Finance/Admin Report: Darlene Chapman

1. Staff/Executive Comm Mtg
2. ICCVB Mtg
3. SW Leadership Council Mtg
4. Accounting Items - cash flow
5. Updated FY21, Mktg Plan
6. FY 21 LTCB Grant Application submitted and returned on 10/1/20
7. Applied for Big Round 2 Grant.
8. Two big events @ WWTR. Indy/Nascar and NHRA
9. Meeting our Tourism Partner's – Metro Rec Plex, Pinckneyville, Centralia
10. Implemented the SITA (Southern Illinois Tourism Alliance) Zoom call/meeting
11. Office Safety- Keeping doors locked installing Doorbell and Mailbox

Sales & Marketing/Website Report: Christine Orr

1. Weekly Emails
2. Visitors Guide Ad Sales
3. Tailored Media
4. Community Visits
5. Website Update
6. Event Submissions / Add, Change, and Delete Listings and Holiday Events.
7. Board Member Feed back

Communications Manager/Social media Report: Andy Waterman

- Content for our website and social channels
- 2021 Visitors Guide -Writing currently
- Travel Tidbits – Monthly Newsletter
- City of Breese videos – Editing currently
- Social Media recap
- National Road Videos complete & ran as road trip series.

Board Member Q&A

Items for Discussion from Board Members

**Next Board Meeting via ZOOM: Wednesday, January 27, 2021 9:00am**