

**ILLINOIS South Tourism**  
**Board of Directors Meeting**  
**Wednesday, October 27<sup>th</sup>, 2021. 9:00 am**

**Present:**

<b>BOND COUNTY:</b> Dennis Potthast,	<b>CLARK COUNTY:</b>	<b>CLAY COUNTY:</b>
<b>CLINTON COUNTY:</b> Sandy Timmermann, Jim Sullivan	<b>CRAWFORD COUNTY:</b> Lisa Schaefer	<b>CUMBERLAND COUNTY:</b> Billie Chambers, Tania Craig
<b>EDWARDS COUNTY:</b> Dennis Turpin, Debra Fearn	<b>FAYETTE COUNTY:</b> Ricky Gottman,	<b>HAMILTON COUNTY:</b>
<b>JASPER COUNTY:</b> Jane Casey, Mindy Hartke	<b>LAWRENCE COUNTY:</b> Tom Robinson	<b>CiTY of Highland:</b> Mallord Hubbard
<b>MARION COUNTY:</b> Sonya Germann, Ben Stratemeyer	<b>MONROE COUNTY:</b> Clyde Heller, Jim Hill	<b>PERRY COUNTY:</b> Carrie Gilliam
<b>RANDOLPH COUNTY:</b> Emily Lyons, Ronnie White	<b>RICHLAND COUNTY:</b> Belinda Henton, Karen Bell	<b>ST. CLAIR COUNTY:</b> Cathleen Lindauer, John West
<b>WABASH COUNTY:</b> Jim Pfeister, Brenda Bobbitt	<b>WASHINGTON COUNTY:</b>	<b>WAYNE COUNTY:</b>
<b>WHITE COUNTY:</b>		

**Absent:**

<b>BOND COUNTY:</b> Jes Adam	<b>CLARK COUNTY:</b> Norma Calvert, Bailey Maulding	<b>CLAY COUNTY:</b> Doug Spitzner, Amy Allen
<b>CLINTON COUNTY:</b>	<b>CRAWFORD COUNTY:</b> Penny Shaw	<b>CUMBERLAND COUNTY:</b>
<b>EDWARDS COUNTY:</b>	<b>FAYETTE COUNTY:</b> Jessica Hampton	<b>HAMILTON COUNTY:</b> Jerry Prince, Monica Tucker,
<b>JASPER COUNTY:</b>	<b>LAWRENCE COUNTY:</b> Paige Harvey	<b>MADISON COUNTY:</b> Rosemarie Brown,
<b>MARION COUNTY:</b>	<b>MONROE COUNTY:</b>	<b>PERRY COUNTY:</b> Judy Smid
<b>RANDOLPH COUNTY:</b>	<b>RICHLAND COUNTY:</b>	<b>ST. CLAIR COUNTY:</b>
<b>WABASH COUNTY:</b>	<b>WASHINGTON COUNTY:</b> Dee Demoss, Marvin Steinkamp	<b>WAYNE COUNTY:</b> Gary Sloan
<b>WHITE COUNTY:</b> Cindy Conley, Kelly Northcott		

**Meeting Called to order:**

Dennis Potthast called the October meeting to order, thanked everyone for attending.

**Roll Call by Darlene Chapman:**

Having established a quorum (quorum is 23) with 23 in attendance, the meeting continued.

**Approval of April Board Meeting Minutes:**

John West made a motion to accept the July Board Meeting Minutes and Jim Pfeister second. Roll call taken to approve the minutes. Karen Bell, Brenda Bobbitt, Jane Casey, Billie Chambers, Tania Craig, Sonya Germann, Ricky Gottman, Mindy Hartke, Clyde Heller, Belinda Henton, Jim Hill, Mallord Hubbard, Cathleen Lindauer, Emily Lyons, Bailey Maulding, Jim Pfeister, Dennis Potthast, Tom Robinson, Jim Sullivan, Sandy Timmermann, Dennis Turpin, John West, Ronnie White. motion carried.

**Financial Statements and LTCB for 1<sup>st</sup> 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 sixteen dollars and eleven cents. (\$150,016.11)
- Operating account is current at Two Hundred and forty-six thousand, four hundred and three dollars. (\$246,403.00)
- Accounts receivable of Sixty-six thousand four hundred and forty-eight dollars and twenty-five cents. (\$66,448.25)
- Accounts payable is Forty thousand, nine hundred thirty-six dollars and forty-two cents. (\$40,936.42)
- Ending balance of Two hundred and seventy-one thousand, Nine hundred and fourteen dollars and eighty-three cents. (\$271,914.83)

Denny stated that all financial reports were sent out to everyone for their review, asked if there were any questions being none, he asked for a motion to approve the financials. Sonya Germann made a motion and second by Cathleen Lindauer. Roll call was again completed for the vote. . Karen Bell, Brenda Bobbitt, Jane Casey, Billie Chambers, Tania Craig, Sonya Germann, Ricky Gottman, Mindy Hartke, Clyde Heller, Belinda Henton, Jim Hill, Mallord Hubbard, Cathleen Lindauer, Emily Lyons, Bailey Maulding, Jim Pfeister, Dennis Potthast, Tom Robinson, Jim Sullivan, Sandy Timmermann, Dennis Turpin, John West, Ronnie White, Lisa Schaefer, Carrie Gilliam, motion carried.

**Executive Committee Reports:**

The Executive Committee conference calls have been conducted each month. All notes have been sent to everyone along with all staff reports Denny asked for any questions, there were none and he went on to explain the last executive meeting was held after the resignation of our Chairman, Vice Chairman and Secretary. At that time Denny appointed Clyde Heller to serve as Nominating committee chairman. Jim Pfeister, Carrie Gilliam, John West, Jim Sullivan and Dennis Turpin volunteered to step in and serve on that committee.

**Old Business:** None

**New Business:**

Denny proceeded with the explanation of the Brainstorming session meeting. After the July Board meeting there were concerns raised about how the board was being operated which led the executive committee to ask Darlene to have this Brainstorming session in which everyone was requested to attend. As a result of the Brainstorming some suggestions were made.

Denny asked Darlene to give a summary of the Brainstorming meeting,

1. Zoom meetings are just not the same as in person and that has a lot of frustration for everyone.
2. Need to update the By-laws.
3. Any time there is any type of meeting the minutes need to be typed up and sent out to the entire board.
4. There needs to be term limits set for the Executive committee officers.
5. Need to have more of a strategic plan in force.
6. Board members need to speak up more at the board meetings and be heard on any issues they may have.
7. Look at putting a consent agreement agenda in place for future meetings to help facilitate the meetings running smoother.

In the brainstorming meeting the first thing everyone did was to **Thank** the Executive board members for their service and time for the past years, and they had no issues with them on how the board was run and felt they were doing a good job.

Denny asked for any other comments or suggestions and encouraged everyone to speak up. There were none.

One of the things which was discussed because of the brainstorming meeting was the Consent agreement agenda and to go forward with that. It is difficult with the meetings being conducted as Zoom meetings to do a roll call for everything individually, it takes a lot of time, connections are bad, muting is being used. With the consent agenda there are certain items that can be included and unless someone objects to one of those items everything can be voted on at the same time. Dennis Turpin explained a little more in detail of how much time this can save on the meetings with not having to take numerous roll calls.

Darlene wanted to reiterate that at any time the board is always welcome to ask questions or add comments to always keep open communication. The board meetings are the time to do this.

Ronnie White commented he is familiar with the consent agenda, and it works well. Numerous items can be approved at one time, if there is any question on an item it can be pulled off and then addressed individually.

Denny asked if as a group we want to proceed with this for the future, Debbie Fearn asked if our policy will allow us to use this agreement, and if we do want to pull something out is there a time frame before the meeting, and do we call the office to separate it out before the day of the meeting. Dennis Turpin commented anything you pull out of the consent agreement can be pulled out the day of the meeting or if someone wants to pull it out before.

Ronnie White made a motion that we vote on the consent agreement, Dennis Turpin second. Denny asked to put this to a vote, Darlene proceeded with roll call vote.

Karen Bell, Brenda Bobbitt, Jane Casey, Billie Chambers, Tania Craig, Sonya Germann, Carrie Gilliam, Mindy Hartke, Clyde Heller, Belinda Henton, Jim Hill, Mallord Hubbard, Cathleen Lindauer, Emily Lyons, Bailey Maulding, Jim Pfeister, Dennis Potthast, Tom Robinson, Lisa

Schaefer, Jim Sullivan, Sandy Timmermann, Dennis Turpin, John West, Ronnie White, (All Yes) Ricky Gottman (No) Majority, Motion carried.

### **Nominating Committee:/ Executive Committee**

Clyde Heller stated the Nominating Committee meeting notes were sent out to all board members to review. Clyde was pleased with the response of board members coming to the meeting with suggestions to replace the resignation members. Clyde has contacted these possible replacements and will be on the agenda for our January meeting for approval.

Denny announced that he plans on finishing out his term on the board, but his intention is to step down from his position as Treasurer. He proposed to put in a deputy treasurer to step in and take his place in the future. Clyde appreciated the fact that Denny would be around to help and give the new Treasurer a chance to be trained by Denny. Clyde will add this to the list for the nominating committee. Denny asked if there are any volunteers please come forward and be proactive.

At our upcoming January meeting we will have a new slate of members to vote on for the vacant board positions

**Future Board meetings:** In regards to how the meetings will be held in the future. Possibilities of the meetings being both Zoom and In-person. Cathleen Lindauer stated it would be good to have options of Zoom and In-person and the location. Dennis Turpin stated this will probably be determined by the state, Ronnie White suggested we look at this around thirty days out and see where we are at and go from there. Emily Lyons and Rick Gottman suggested looking at the weather with it being in January.

Time was discussed thoughts were 10:00 or maybe 11:00. Possibly bring lunch in.

### **President/Finance Director Report: Staff Reports: Darlene Chapman**

- Hired 3 new team members: Jordan Jackovich- Sales and Marketing Specialist, Dena Woods- Web-content Specialist and Rozlyn Hazlitt- Office Assistant.
- Worked with 3 interns over the summer and this fall. We were lucky to have 3 quality interns.
- Set-up Payroll service with new company Payroll Central. They have done the last 3 payrolls and it is going smoothly.
- Met with State Pep Friess. Good meeting.
- Darlene attended the Upper Midwest CVB Conf. and both Darlene and Christine attended the Fall ICCVB mtg. held in Chicago.
- Held regional Digital Marketing meetings with our Communities and Tourism Partner's to introduce them to Tailored Media- WWTR on 8/31, Centralia on 9/30 and Olney on 10/26. We have had great results from these meetings that have led to marketing the region.
- We are excited for the Indy Cup race coming 6-4-22 to WWTR that was announced.
- We had a successful partnership with KTRS bringing weekly spots "On the Road" every Wed. A few of our tourism partners we have teamed up with- Carlyle, Marshall, Vandalia, Waterloo, Greenville, KCT Trail, Midwest Salute and Art in the Park.
- Provided the Monster Mural at Midwest Salute and Art on the Square and the staff worked the events.

- Holiday TT will be arriving this week- 16 pages and printed 50,000 with digital marketing included.
- We are working as an office to attend several events and attractions and take updated pictures and videos for our archives- especially while we still have a few weeks of good weather left.
- Andy is currently writing the 2022 VG, which is going to be 72 pages and 80,000 copies printed with digital marketing. Shooting for a late Jan. or early February release date. Christine is starting to sell now.
- We are working hard on updating our website and providing quality assurance, trouble shooting technical issues and monitoring the performance of the site daily.
- Google Analytics:
- Consistently updating social media content posts for Facebook, Instagram, LinkedIn and TikTok.
- We posted 27 videos and we had 16 Facebook Takeovers with our tourism partner's
- We are looking at what Tour Groups to get involved with and will be attending upcoming tradeshow.
- Community visits will start back up in November. As always if any of you would like us to attend your tourism meeting, chamber meeting and or city council meeting please reach out to us.

Denny announced It has been his honor and privilege to have served on the Executive board with Marvin, Sonya, and Belinda. He feels Marvin poured his heart and soul into the group and what they all have done has been wonderful. Clyde added comments of, 2020 the meetings were very challenging and yes, they all done a fantastic job. Darlene also thanked them for their time, effort, and support.

Meeting called for adjournment. Denny asked for a motion to close the meeting. Carrie Gilliam made the motion, seconded by Rick Gottman, Roll call taken, Karen Bell, Brenda Bobbitt, Jane Casey, Billie Chambers, Tania Craig, Sonya Germann, Carrie Gilliam Ricky Gottman, Mindy Hartke, Clyde Heller, Belinda Henton, Jim Hill, Mallord Hubbard, Cathleen Lindauer, Emily Lyons, Bailey Maulding, Jim Pfeister, Dennis Potthast, Tom Robinson, Lisa Schaefer, Jim Sullivan, Sandy Timmermann, Dennis Turpin, John West, Ronnie White, Motion caried. .... meeting adjourned.

**Next Board Meeting: Wednesday, January 26, 2022 at 11:00am (per Zoom / In person combo)**

Elaine Byrd, Recording Secretary