

ILLINOISouth Tourism
Board of Directors Meeting
Wednesday, July 24, 2019

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

Present:

Bond County
Dennis Potthast

Clay County
Clint Green
Chris Thompson

Clinton County
Jim Sullivan
Sandy Timmermann

Cumberland County
Billie Chambers
Tania Craig

Edwards County
Dennis Turpin

Hamilton County
Monica Tucker
Jerry Prince

Jasper County
Jane Casey
Diane Scott

Lawrence County
Tom Robinson

Madison County
Rosemarie Brown

Marion County
Sonya Germann
Ben Stratemeyer

Monroe County
Clyde Heller
Jim Hill

Perry County
Judy 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
Royce Carter

White County
Cindy Conley

Absent:

Bond County
Adam Boudouris

Clark County
Norma Calvert
Bailey Maulding

Crawford County
Lisa Schaefer
Tom Compton

Edwards County
Debra Fearn

Fayette County
Mayor Ricky Gottman

Lawrence County
Jim Gardner

Perry County
Carrie Gilliam

Wayne County
Gary Sloan

White County
Kathy Sands

Marvin Steinkamp thanked everyone for coming to the meeting and asked everyone to please take a moment of silence to remember Bill Gray he passed away since last board meeting. Welcomed new Board Member: Tom Robinson from Lawrence County he is replacing Bill.

Roll Call by Belinda Henton:

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

Approval of April Board Meeting Minutes:

Royce Carter made a motion to accept the April Board Meeting Minutes and John West seconded. Marvin Steinkamp put the motion to a vote to approve the reports as presented and motion carried.

Executive Committee Report (Marvin Steinkamp)

Monthly Executive Committee Reports:

The Executive Committee conference calls have been fairly quiet, 90% of conversations revolve around Dollars and Territory.

Committees-If anyone is interested in serving on a committee get in touch with Marvin or Dan. Would like involvement from all the regions.

OMA Had our presentation last meeting: Reminder everyone we need to complete training and get outstanding certificates as soon as possible.

4th Quarter LTCB and Financial Statements

Denny Potthast reported Financials:

LTCB and Financial forms are also on our Web site.

Projected balance as of July 11th, Operating account \$29,302.42 Waiting on International Grant of \$4,500.00 Marketing Partnership Grant \$100,000.00 will go into our savings account and that is up to \$150,000.00 Accounts Receivable of \$253,421.00. Additional Accounts Receivable (not invoiced) \$58,020.00 Accounts payable = \$141,496.40 Additional accounts payable (not in system yet) of \$139,185.50 leaving a balance at the end of July of \$64,561.52.

2 major items include, that need to be paid 1. Worldwide technology, part of Bommarito Racing of \$80,000.00 2. Oak Tree Management of \$49,000.00

Rosemarie made a motion to accept the Financial Statements and Sandy Timmermann seconded. Marvin Steinkamp put the motion to a vote to approve the reports as presented and motion carried.

Financial Committee: Met last week, those present included; Dennis Potthast, Marvin Steinkamp, Sonya Germann, Dan Krankeola, and Rosemarie Brown phoned in. Grant after a couple adjustments made by the state ended up at. \$880,869.00. By regulations we have to match that at 50% which is \$440,434.50. We have continued to match that at a rate of 100%. Total Budget equaling \$1,761,738.00. Under personnel \$60,000.00 Under what allowed includes additional for Web content and additional salesperson. Contractual services are a little increased, because of hiring Jim Rudny to do Web site. Only 2 major charges, budget committee reviewed and approved it and presented today.

Finance Committee: Met and agreed to present it today with their support. This is also on our website. Motion to approve 2020 Budget was approved by Jim Sullivan and 2nd by Rosemarie Brown, Motion carried.

Old Business:

By laws committee was addressed by Sonya, she would like to be sure she has all of their E-mail address and nothing else has changed. Will need to have a conference call so the By-laws can be updated to reflect the changes due to number of counties and number of Board members this needs to be completed before next board meeting. Currently, Sonya Germann, Marvin Steinkamp, Jim Hill, Belinda Henton are on the Bylaws committee. Elaine will E-mail highlights for changes to the committee members. Not really changes just housecleaning because of the difference of counties and territory. If anyone has other changes on the Bylaws contact Elaine or Sonya and we can take a look at addressing them. Royce Carter suggested putting wording in to make it more flexible for changes of the counties.

New Business: None

Dan Krankeola: Presidents Business Report.

LTCB Update, We received the Grant money for 2020 in the amount of \$880,869.00. The State's first figure was \$918,000.00 that was actually \$4,000.00 shy of last fiscal year. State made a couple mistakes, \$880.869.00. \$42,000.00 shy from last year fiscal. Cause of loss of Montgomery County and City of Troy. Receiving payments will start somewhere around September or October.

New Tourism Times Fall Issue have been printed and being distributed. Jeremy is out delivering. 50 thousand copies were printed, We are now doing this publication in house and all graphic design is being done by Tamber Wade. Board members commented "Looks better now, Very Nice"

- Children's activity books, fall production is in progress, these are very successful, the TIC's love them. We have 9 communities / sponsors that have a page so the page count will be increased and Tamber is creating that If anyone is interested in a design/page created for a specific community or event, let Christine or Andy know today. Cost of that would be \$350.00 for a page. We will also be creating a winter issue. They will continue to be seasonal as long as the demand is there and successful with purchases on page count design and we receive good feed back.

Clyde Heller inquired on the cost of books if they placed them in their 1st grade room at school and he would need about 400 copies. Dan will get Clyde a price to purchase this due to cost.

We will not be placing them into the Tourism Times this season, Dan will look into completion date and delivery.

- Calendar of Events need to be turned in for the Holiday Tourism Times by August 1st. Sooner the better, so we can get them on the Web site and in the print version.
- Staff: Christine has been promoted to Sales and Marketing Manager. Congratulations! Elaine Byrd is now in the Office Manager/Executive Assistant position. Welcome!

Staff Reports:

Christine presented her report.

- ~ Still doing other job responsibilities and Training
- ~ Making Community visits
- ~ Always stay in contact with Board Members
- ~ Highland Art in the Park
- ~ Fairview Heights 50th
- ~ Salute to the Arts
- ~ WSC-ATA
- ~ Vandalia 200th
- ~ Carlyle Lake US Corp of Engineers
- ~ Videos Hidden Gem

Cathleen Lindauer questioned Tourist Information Centers, How to get brochures in there, is there a system to go thru? Christine responded, Its free to have info there, but you will have to pay for your own brochures and or Rack card. Christine sends 2 copies to them for approval and they do have standard guidelines, Front copy must have your city included. Must have our logo's. No dated coupons. Everything goes thru Us Just contact Christine. There are 7 or 8 info centers available, but you will be approved by area for which centers you can submit too. Sandy Timmermann stated you will only be approved for a radius within 75 miles.

When Andy and Christine are traveling around communities, keep in mind they can help you with print or brochures. Members do get 15% savings. Commitment letter from a group anticipated amount.

On our Web site we have Staff phone numbers accessible for board members feel free to call anytime with questions or concerns.

Andy presented his report. Andy has moved into a new position with a focus on Communications (Videos), Project manager on publications, Tourism Times and Visitor Guides and Media Relations.

We will be Hiring a new Sales and Marketing Manager so Andy can concentrate on his new role.

See staff reports.

Community Visit Videos

#1 Community visit Videos, Casey reach of 78,538 all which are Free

#2 Nashville = reach of 47,531

#3 Albion = 47,197

#4 Breese= 40,274

#5 Flora = 36,981

When Andy started U tube had 21 videos in the account, with 1,200 views. Now there are 73 videos in the account. Andy has posted 52 in 3 months span and with over 57,000 views. All Free

Tamber presented her report Graphic Design/Social Media Specialist

~ Fall Tourism Times, Uploaded

~ Working on Kaskaskia-Cahokia Trail, 36 pages

~ Newsletters 3,000

~20% open rate. _____ rate is 15%

Digital Marketing April – June

196 Face Book posts. 11,000 Face Book Followers

15 Tweets

4 Instagram

5 E-mail Campaigns

7 Blog Posts Posted

Impressions 13,621 daily, Web site status 60 K page reviews, Partner Facebook

Advertising Total reach 718,702

Allie Ryan Intern helping Tamber. She was welcomed by the board.

Break:

President's Report continued:

- Re-Designing our Web site, It has some issues. Jim Rudny did our web site 5 years ago and we will again have Jim update our web site in the spring of 2020. Jim does a lot of web sites for the state of Illinois. He is very reputable and done a phenomenal job in the past for us.
- Community visits. Doing free Videos, If we have not been to your community we will be in the future, have anything special you want us to cover please let us know. Dan was in Mt Carmel for BBQ fest and down hill derby. They had a lot of rain and the events were a bit washed out but happy for the opportunity to experience all.
- 5 year strategic plan
2 different E-mail surveys went out
One being sent to people who have visited ILLINOISouth. Steve Powell sent these out and was hoping for an 8% return and we have achieved that, received over 500 responses and he will provide feedback at October meeting.
Second E-mail survey was Leadership survey sent to Board Members, several Board Members stated they did not receive these, maybe because of them being sent from Steve and they were not recognized by the members. Completed list is following, Carrie, Emily, Jim, Monica, Royce, Sandy, Jane, Cindy, Sonya, Ronnie, Judy.
- 2020 Visitors guide
Please go thru 2019, check if anything has changed and let us know if we need to make corrections. The design of the guide is changing some. E-mail Dan with the changes if any, deadline is September 1st

Marvin asked if any old or new business needed to be finished

Jim Hill said we sent out a proposed draft of The Bylaws. Sonya will get a short conference call together.

Ronnie White Made a general comment, just wanted to commend everyone in the Bureau, very active and pro-active and going in the right direction.

Next Board Meeting will be on October 23, 2019 1:30 at the ILLINOISouth Tourism Office.

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

Elaine Byrd, Recording Secretary/ Christine Orr