

*discover* **DOWNSTATE ILLINOIS**  
**Board of Directors Meeting**  
**Wednesday, April 24<sup>th</sup>, 2024. 1:00 pm**

**Present:**

<b>BOND COUNTY:</b> Dennis Potthast, <b>Bill Walker</b> ,	<b>CLARK COUNTY:</b> Nora Swalls	<b>CLAY COUNTY:</b> Anna Rounds
<b>CLINTON COUNTY:</b> Sandy Timmermann, Ann Schroeder	<b>CRAWFORD COUNTY:</b> Lisa Schaefer,	<b>CUMBERLAND COUNTY:</b> Billie Chambers, Tania Craig,
<b>EDWARDS COUNTY:</b> Dennis Turpin,	<b>FAYETTE COUNTY:</b> Ricky Gottman, Scott Ray	<b>HAMILTON COUNTY:</b> Dylan Bowling,
<b>JASPER COUNTY:</b> Jane Casey,	<b>LAWRENCE COUNTY:</b>	<b>City of Highland:</b> Mallord Hubbard
<b>MARION COUNTY:</b> Tabitha Meador,	<b>MONROE COUNTY:</b> Clyde Heller,	<b>PERRY COUNTY:</b> Carrie Gilliam, Judy Smid
<b>RANDOLPH COUNTY:</b> Ronnie White, Emily Lyons	<b>RICHLAND COUNTY:</b>	<b>ST. CLAIR COUNTY:</b>
<b>WABASH COUNTY:</b> Jim Pfeister,	<b>WASHINGTON COUNTY:</b>	<b>WAYNE COUNTY:</b> Carrie Halbert,
<b>WHITE COUNTY:</b> Cindy Conley,		<b>City of Paris:</b>

**Absent:**

<b>BOND COUNTY:</b>	<b>CLARK COUNTY:</b> Bailey Maulding(Tait)	<b>CLAY COUNTY:</b> Doug Spitzner,
<b>CLINTON COUNTY:</b>	<b>CRAWFORD COUNTY:</b> Sara Mehler,	<b>CUMBERLAND COUNTY:</b>
<b>EDWARDS COUNTY:</b> Debra Fearn	<b>FAYETTE COUNTY:</b> Doug Knebel,	<b>HAMILTON COUNTY:</b> Beth Sandusky
<b>JASPER COUNTY:</b> Donna Coad	<b>LAWRENCE COUNTY:</b> Tom Robinson, Amy Seed	<b>CITY of Highland:</b>
<b>MARION COUNTY:</b> Ben Stratemeyer	<b>MONROE COUNTY:</b> Jim Hill	<b>PERRY COUNTY:</b>
<b>RANDOLPH COUNTY:</b>	<b>RICHLAND COUNTY:</b> Debi Phillips, Julia Eichhorst,	<b>ST. CLAIR COUNTY:</b> Cathleen Lindauer, John West
<b>WABASH COUNTY:</b> Brenda Bobbitt,	<b>WASHINGTON COUNTY:</b> Dan Bronke, Marvin Steinkamp,	<b>WAYNE COUNTY:</b> Daryl Hargrave
<b>WHITE COUNTY:</b>		<b>City of Paris:</b> Corby Dayton

### **Meeting Called to order:**

Ronnie White called the April meeting to order at 1:00pm, thanked everyone for attending.

The meeting proceeded with Darlene taking roll call. We have a quorum (quorum is 23) we have 24.

Ronnie welcomed our new board member, Scott Ray from Fayette Co.

### ***The following will be reviewed on the Consent Agenda:***

#### **January Board Meeting Minutes:**

Notes were posted 2 weeks prior to this meeting for review. The Consent agenda includes approval of the board meeting minutes, the executive committee meetings and any other committee meetings (nominating committee, personnel committee, by laws committee, and finance committee).

**Third Quarter LTCB reports & Financials and Current Cash position**, Darlene stated money is flowing, Current cash position, Darlene went over, stating the Tourism Grant for \$100,000.00 we are still waiting on as soon as we receive that it will go into our reserve account.

**The Nominating Committee meeting** Clyde reported the committee had a meeting on April 3<sup>rd</sup> at that point we had made two different e-mail requests for volunteers to fill the positions of Chairperson, Vice Chairperson, Secretary and Treasurer no volunteers came forward just a few comments that everyone is doing a fine job in their positions. For the upcoming July board meeting the following people have been asked and they concur with their current positions. Ronnie White chairman, Cathleen Lindauer vice chairman, Bailey Tait Secretary, and Treasurer Dennis Turpin. Everyone needs to keep in mind, based on the Bylaws, the current officers cannot stay in their positions past 2-year terms. One option would be the Vice chairperson can switch with Chairperson. It would sure be good to have some new faces in these positions. None of these jobs are difficult meetings are short and conducted by Zoom. Ronnie asked if anyone had any questions or does anything need to be pulled off ? There were none. Motion was made and passed to vote and approve the consent agenda by Ricky Gottman and second by Sandy Timmermann. Roll call was taken to confirm vote.

**Old Business:** None

#### **New Business:**

**Inviting Board Chairman and or Mayors** to our Board meetings, Darlene presented the question if the board would be ok with inviting them. A suggestion was made to invite them just to the annual meeting in essence to keep the lines of communication open. All were in favor.

**Proposed Bylaws Amendment** Dennis presented that the service area could change every year. Now we list all our counties if we list this as service area then the bylaws would not have to be amended so often and we can have the resolution in place. Everyone was in favor. Motion was made and passed to vote and approve the placement of the resolution by Ricky Gottman and second by Jim Pfeister. Roll call was taken to confirm vote.

Committee members discussion Darlene went over our committees they include, Executive meetings 1 per month, Personnel meetings 2 per yr., Finance meetings 2 per yr., Nominating meetings 1 per yr., By-Laws meetings 1 per yr. If anyone has not served on a committee, we encourage you to join a committee, involvement is the key.

Darlene also announced that she has been asked to be on the IDA as Finance administrative liaison, which she feels will be beneficial so we will be in the know at the state level, keeping us a little more connected.

### Team Reports

Jordan.

#### **Communications Dept:**

- Completed the Spring Summer Tourism Times and printed 30,000 copies
- Hired Taylor Perry as the Content Specialist and Emily Kuth as the Communications Intern
- Took videos at: Breese Inn, Neely Farm, Waterfall Glen Soaps, Coffee Pot
- Took photos at: Breese Inn, Off the Square, Municipality buildings in Red Bud, Mi Casa, 1860 Public House, Lieferbrau Brewery, Burnt End, Uptown Bar & Grill, The Mill, Shooters BBQ, Tarble Arts Center, Pensees Bookstore, Milk & Honey Coffee, Taylor Made, Warren James Winery, Ballard Nature Center, Barn & Bottle Winery
- Facebook received 1.46 Million impressions; Instagram received 14.6 K Reach
- The app saw the largest increase overall this past quarter in the last 2 years with 20 K Users.

Christine.

#### **Sales and Marketing:**

- Worked on media buys for several partners: Art on the Square, Salute to the Arts, Fall Fest in McLeansboro, City of Carlyle, Olney (Eclipse), DuQuoin Tourism (Eclipse)
- Community Visits: Fairfield, Mt. Carmel, Vandalia, Fairview Heights, McLeansboro, St. Nicholas in Murphysboro, Crawford County, Pinckneyville, City of Madison
- Completed ad sales of the Spring Summer Tourism Times – total sales \$18,847.50
- Jessica created a Charleston Visitors Guide, Red Bud Visitors Guide, Spring/Summer Tourism Times, Print Ads for partners and in house
- Hired Georgia Litteken to start as a Sales and Marketing Specialist

#### **Staff:**

- Attended the Chicago Travel & Adventure Show, Indianapolis Boat Sport & Travel Show, STL RV Travel Show, Heartland Travel Showcase, 2024 Governor's Conference, Leadership Council Dinner

**The meeting was adjourned.** The motion was made by Ricky Gottman and second by Dennis Potthast.

**Next Board Meeting: Wednesday, July 24, 2024, Noon for lunch we will be having Food Trucks. Meeting to start at 1:00pm.**

Elaine Byrd, Recording Secretary