

discover **DOWNSTATE ILLINOIS**

Board of Directors Meeting

Wednesday, July 24th, 2024. 1:00 pm

Present:

BOND COUNTY: Dennis Potthast, Bill Walker,	CLARK COUNTY: Nora Swalls ,Tom Daughhete	CLAY COUNTY: Anna Rounds
CLINTON COUNTY: Sandy Timmermann, Ann Schroeder	CRAWFORD COUNTY: Lisa Schaefer,	CUMBERLAND COUNTY: Billie Chambers, Tania Craig,
EDWARDS COUNTY: Dennis Turpin, Debra Fearn	FAYETTE COUNTY: Ricky Gottman, Scott Ray	HAMILTON COUNTY: Dylan Bowling, Beth Sandusky
JASPER COUNTY: Jane Casey,	LAWRENCE COUNTY: Tom Robinson	City of Highland: Mallord Hubbard
MARION COUNTY: Ben Stratemeyer	MONROE COUNTY: Clyde Heller, Jim Hill	PERRY COUNTY: Judy Smid
RANDOLPH COUNTY: Ronnie White, Emily Lyons	RICHLAND COUNTY:	ST. CLAIR COUNTY: Cathleen Lindauer
WABASH COUNTY: Jim Pfeister,	WASHINGTON COUNTY: Marvin Steinkamp	WAYNE COUNTY:
WHITE COUNTY: Cindy Conley,	City of Charleston: City of Mattoon: Angelia Burgett	City of Paris:

Absent:

BOND COUNTY:	CLARK COUNTY:	CLAY COUNTY: Doug Spitzner,
CLINTON COUNTY:	CRAWFORD COUNTY:	CUMBERLAND COUNTY:
EDWARDS COUNTY:	FAYETTE COUNTY: Doug Knebel,	HAMILTON COUNTY:
JASPER COUNTY: Donna Coad	LAWRENCE COUNTY: Amy Seed	CITY of Highland:
MARION COUNTY: Tabitha Meador,	MONROE COUNTY:	PERRY COUNTY: Carrie Gilliam
RANDOLPH COUNTY:	RICHLAND COUNTY: Debi Phillips, Julia Eichhorst,	ST. CLAIR COUNTY: John West
WABASH COUNTY: Brenda Bobbitt,	WASHINGTON COUNTY: Dan Bronke,	WAYNE COUNTY: Daryl Hargrave, Carrie Halbert,
WHITE COUNTY:	City of Charleston: City of Mattoon:	City of Paris: Corby Dayton

Meeting Called to order:

Ronnie White called the July meeting to order at 1:00pm, thanked everyone for attending. Asked for comments on the food trucks, everyone enjoyed them. Ronnie welcomed our new board members, Tom Daughhetee from Clark County and Angelia Burgett from Coles County.

The meeting proceeded with Darlene taking roll call. We have a quorum (quorum is 23) of 30.

The following will be reviewed on the Consent Agenda:

April 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).

Fourth Quarter LTCB reports & Financials and Current Cash position, Darlene stated money is flowing, Current cash position is good. Darlene went over all the reports, and they were posted on our Web site for review.

Any questions on the consent agenda? Hearing none. The Motion was made by Ricky Gottman and second by Dennis. Roll call was taken to confirm vote.

Old Business: None

New Business:

FY 25 Budget. Darlene presented the budget to the Finance committee on June 26th. She went over the reports. A suggestion was made to increase the 15% enhancement for promotional dollars run through us. And possibly changing the membership scale. This was discussed and will be presented at the next July meeting.

Darlene asked if anyone had any questions, hearing none Ronnie asked for Approval of the Budget. Motion made by Ricky Gottman and second by Jim Pfeister. Roll call was taken to confirm vote.

Nominations from the floor. None, the nominations stand as Ronnie White chairperson, Cathleen Lindauer Vice Chairperson, Dennis Turpin Treasurer, Lisa Schaefer secretary, Sandy Timmermann assistant secretary and Ben Stratemeyer Deputy Treasurer, this is for two-year term, July 2024-June 2026. Motion made to accept the slate of officers by Ronnie White and seconded by Clyde Heller. All were in favor, motion carried.

Proposed Bylaws Amendment in the By-Laws now, we list all our counties and cities that recognize us as their certified CVB. Dennis proposed that we adopt a resolution to the By-Laws that would be approved every July to reflect the counties/cities that have certified us as their CVB for that current fiscal year. That way we will not have to amend our By-Laws each year if they change. This needs to be discussed and voted on at the next board meeting.

Team Reports

Sales and Marketing:

- Finished ad sales for Fall Tourism Times. Will start working on Visitor Guide ads next.
- If you are planning a meeting (Tourism Committee, City Council, County Board, Chamber Meeting) and you would like us to attend and speak to your group, please let us know. We will attend your meetings.
- Please let us know about anything new happening in your area, new event, new restaurant/shop etc. If we don't know about it we can't help promote it.

Communications Department

- Working on the Fall/Winter Tourism Times – 40 pages, printing 30,000 copies.
 - Copy and photos were completed on June 28th, Design will be completed on July 28th, Files will be turned into the printer on August 1st, Fall/Winter Tourism Times will be delivered to our office on August 15th, delivery will start the week of the 15th and be completed by September 2nd.
- Completed the following videos:
 - Dawn Harper-Nelson Olympic Journey, Made in Downstate Longstory, Made in Downstate Wayward Wovens, Fort De Chartres Rendezvous ad, Naughty List ad, CTM ad, Made in Downstate Miller Made, Made in Downstate Z's Bees
- Finalizing details about the Southern Illinois Coffee Trail, 55+ coffee shops have signed up.
- Running the following marketing campaigns: Digital Marketing, OTT, OTT Retargeting, Broadcast TV, Instagram Collaboration with STL Bucket List, Responsive Ads through Google
- Updating and maintaining the website. Reminder to submit Fall and Winter events. [Submit An Event | Discover Downstate Illinois](#)

Ronnie brought up a discussion, that Cathleen received comments about having recognition of prior board members in our publications, he asked Cathleen to address this. Her concern was about the last Tourism Times including that Pat White passed away. Is this information appropriate for these publications? Ronnie asked for comments, some felt it was appropriate, others had no comments. It was decided to table this discussion until the next board meeting and let everyone think on it. This will be included on the next meeting agenda and voted on.

The meeting was adjourned. The motion was made by Ricky Gottman and second by Sandy Timmermann.

Next Board Meeting: Wednesday, October 22, 2024, Noon for lunch. Meeting to start at 1:00pm.

Elaine Byrd, Recording Secretary