

**ILLINOISouth Tourism
Board Meeting Agenda
Wednesday April 28, 2021 9:00am**

Call to order:

Roll call (24 members required for quorum)

Approval of minutes: (January 27, 2021 Board Meeting)

Financial Committee Report: (Denny Potthast):

1. 3rd Quarter LTCB Report & Financial Statements
Discussion and possible action.

Executive Committee Report: (Marvin Steinkamp):

1. Monthly Executive Committee Reports
2. Old Business
3. New Business
 - A. By Laws Update to 21 counties and City of Highland
4. Personnel Committee Report.
5. Open Meeting Act training
6. Other New Business.

Staff Reports: ~ CEO/Finance Director Report: Darlene Chapman

*Received BIG2 Grant Award \$145,000 12/22/20

*Received PPP Award \$57,500 1/27/21

*FY'21 Modifications on hold – want to only have one modification

*New DCEO Director, Sylvia Garcia. Expecting IOT to turn on promotional spending anytime

*2021 Visitors Guide printed and distributed along with digital marketing ad campaign

w/Tailored Media. Also, updated website with VG landing pages.

*Sent letter to Kurt Prenzler re: Madison County – but they still did not re-certify ILLINOISouth

* Met with City of Highland and they are re-certifying ILLINOISouth

*Our FY'22 Re-certification package was completed and sent to IOT on 3/29/21

*Our new hire, Katerina “Kat” Engle, is our Graphic Designer/Social Media Specialist is a great fit with the team. We also have an intern right now, Ally Ecker, who is helping out Andy. We will have another intern that will start in May.

*Completed OMA Training

*We took a day and cleaned out the back room in preparation for receiving VG's

Attended:

Weekly Staff Mtgs

Weekly 2021 VG Mtgs

Monthly ICCVB Mtg

Monthly SW Leadership Council Mtg

Continued Job Duties:

A/R – Invoices to tourism partners'

A/P – Enter vendor invoices and cut check's

Bi-weekly P/R

Monthly Bank Reconciliations

Qtrly P/R Reports

Qtrly LTCB Grant Reports

Qtrly Financial Statements

~ Sales & Marketing/Website Report: Christine Orr

- Visitor Guide Final Ad Sales
- Tourism Times Final Ad Sales
- Fall Tourism Times
- Community Projects
- Community Visits
- Events
- Summer Intern
- Membership
- Website
- Board feedback

~ Communications Manager/Social media Report: Andy Waterman

- Produced the 2021 Visitors Guide – Printed 70k copies, as well as digital version online
- Produced the Spring/Summer Tourism Times – Printing 50k copies as well as digital version online
- Working with Enjoy Illinois and Time Zone One to continue promoting ILLINOISouth
- Working with MidAmerica Airport to help increase their social reach and air travel
- Finished editing all 33 videos for the City of Breese – awaiting final approval or revisions on a few
- Hired a new Graphic Designer/Social Media Specialist: Katerina Engle
- Brought on an intern in February – Ally Ecker
- Continually updating our website with more blogs/information/itineraries
- Heading up a co-op with several other regional CVBs that we've coined the 'Southern Illinois Tourism Alliance.' Partners include: Carbondale, Effingham, Metropolis, Mt. Vernon, Southernmost Illinois, Visitsi
- Attending virtual St. Louis Attractions Association meetings – sit on the board
- Joined the Southern Illinois Parks and Recreation Association – participate in meetings on the first Friday of each month
- Made press appearances with Illinois Farm Bureau RFD network, and had our press releases picked up by WSIL and WTWO
- Put together the ILLINOISouth Bracket Challenge – Events Edition. Similar to the contest we did last year around attractions.
- Constantly crowd sourcing photos and videos for use in our publications and social platforms

~ Graphic Designer/Social Media Specialist Report: Katerina Engle

- **Visitors Guide 2021**
- **Tourism Times**
- **Kaskaskia Cahokia Trail**
- **Social Media**
- **Print/Marketing Collateral**

Items for Discussion from Board Members:

Motion to Adjourn meeting:

Next Board Meeting: Wednesday, July 28, 2021 at 9:00am (per Zoom)