

**Great Rivers & Routes Tourism Bureau  
Board of Directors Meeting  
Thursday, August 15, 2019**

**8:00 a.m. Alton City Hall – Council Chambers**

**Present:** John Hopkins, Lauren Pattan, Kristi Hyten, Karen Brncic, Brian Campbell, Kim Durr, Cameo Foster, Sandy Hefner, Linda Jun, JD Lorton, Mike McCormick, Dave Miller, Patty Rotermund and Doug Stotler

**Absent:** Mitch Bair, Michael Barker, Stacy Friedrich-Hinrichs, Tom Guarino, Cathy Luttrell, Erin Ventimiglia and Cindy Warke

**Staff:** Brett Stawar and Barbara Strack

**Call to order:** The meeting was called to order by John Hopkins.

**Opening remarks from Chairman:** John thanked everyone for making it to the meeting, and announced the September 19<sup>th</sup> board meeting will be held at the newly renovated Gateway Convention Center in Collinsville, and thanked Cindy and Mitch for their hospitality to host a meeting there. He then mentioned the October board meeting might be rescheduled to another date in October because of a possible scheduling conflict for Brett.

**Board Minutes:** John asked the board to review the July minutes. Brian Campbell made the motion to approve the July minutes; seconded by Dave Miller. All members were in favor and the motion carried.

**Financial Statements:** John asked the board to review the July financial statements. Dave Miller made a motion to approve the July financials as presented; seconded by Mike McCormick. All members were in favor and the motion carried.

**COMMITTEE REPORTS:**

None

**REPORT OF BUREAU ACTIVITIES:**

Brett announced the Alton City Council agreed to enter a five-year lease with American Cruise Lines to use Alton as the official port for 2019 and beyond. They have scheduled 6 dockings in 2019, 11 dockings in 2020 and 23 dockings in 2021. The council will officially approve this agreement in two weeks. This could potentially bring \$2.3 million in economic impact to our local area.

Brett said he is working with SIU-Edwardsville to host our annual Tourism Summit there in January 2020, and we are hoping a KSDK TV personality will emcee the event. More details to come.

We submitted our MPP (Marketing Partnership Program) grant for \$200,000 campaign, which includes a \$100,000 match through June 2020. We also submitted our International Grant for \$235,000 for programmatic funds. We will submit our LTCB grant this month, as well as the Meeting of the Great Rivers SPR grant.

Kristi Hyten, Barbara Strack and Brett Stawar met with the Edwardsville Finance committee to review and renew the City's contract with the bureau. The motion passed within the committee, to be approved by the full council.

We still do not have a tourism director for Illinois. Jan Kemmerling remains the interim.

We will plan an early fall event in Carlinville to welcome Taylor Made Chili to our Illinois Made program as a new maker for Illinois.

Mitch Bair and Brett Stawar continue to review the strategic plan for the board to build upon our organizations strengths and develop stronger KPIs and more into our sports and community partnership efforts. John said he would like for Doug to help with the sports efforts.

Kid'Cation had a record number of participants and good turnouts. The bureau is reviewing ways to make this program more manageable and meaningful to our partners and region.

We continue our promotions on KSDK Show Me St. Louis highlighting the Criterium, Edwardsville Art Fair, Grafton, Raging Rivers, Troy Fireworks, Jersey County Fair and the Alton Amphitheater events.

This past Tuesday, Congressman Mike Bost introduced a bill to designate Cahokia Mounds as a national park with the National Park Service, with the bureau supporting media and event hospitality with Kruta cookies.

**Adjourn:** A motion to adjourn the meeting was made by Mike McCormick and seconded by Dave Miller.

**Publications distributed:** None

Respectfully submitted by,

Brett Stawar  
President/CEO

Kristi Hyten  
Secretary/Treasurer