

**Great Rivers & Routes Tourism Bureau
Board of Directors Virtual Meeting
Thursday, June 18, 2020**

8:00 a.m. via ZOOM

Present: John Hopkins, Lauren Pattan, Kristi Hyten, Mitch Bair, Michael Barker, Karen Brncic, Stacy Frierdich-Hinrichs, Cameo Holland, Tom Guarino, Sandy Hefner, Linda Jun, Cathy Luttrell, Mike McCormick, Dave Miller, Erin Ventimiglia and Cindy Warke

Absent: Brian Campbell, Kim Durr, JD Lorton, Patty Rotermund and Doug Stotler

Staff: Brett Stawar and Barbara Strack

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

Opening remarks from Chairman: John welcomed everyone to the Board's second virtual meeting, and he thanked the staff at the Tourism Bureau for continuing their tourism efforts while keeping the financials in good shape.

Opening remarks from President/CEO: Brett said the Tourism Bureau has completed the Great Rivers & Routes Strong videos and is working on a Summer Never Ends video campaign to last until fall. We are preparing community specific videos as well for Alton/Godfrey, Collinsville, Edwardsville/Glen Carbon and Grafton. We are putting our advertising dollars behind these to reach 200-mile drive markets.

Board Minutes: John asked the board to review the May board minutes. Sandy Hefner motioned to approve the May minutes. Linda Jun seconded the motion. All members were in favor and the motion carried.

Financial Statements: John asked the board to review the May financial statements. Cathy Luttrell made a motion to approve the May financial statements; Kristi Hyten seconded the motion. All members were in favor and the motion carried.

Bylaws: At the May meeting, the board suspended Article 2 of the bylaws. John Hopkins suggested we should also waive and suspend Article 4. Tom Guarino made the motion to suspend Article 4 of the Bylaws until June 30, 2021; seconded by Cindy Warke. All members were in favor and the motion carried.

FINANCE COMMITTEE: Kristi Hyten said the Finance Committee met and reviewed the projected FY 2020 budget and proposed FY 2021 budget. Kristi said the COVID pandemic has significantly decreased the expected revenues, so adjustments have been made. After a brief discussion, Kristi made the motion to approve the FY 2021 Budget; second was made by Mike McCormick. All members were in favor and the motion carried.

REPORT OF BUREAU ACTIVITIES:

We are keeping a strong presence on social media channels, encouraging and promoting the return of visitors. Much of this is tied to more COVID friendly content on our websites promoting safety while keeping our name and our attractions/restaurants out there.

At the present time, the Visitor Center is still closed to the public, but we have staff working there seven days a week for phone coverage and other projects. Other staff are starting to alternate days between the office and home, to slowly get us back in the office. Safety precautions are being taken.

Old Business: The new handbook, which was updated and approved by Jackson Lewis P.C. was presented to the board for approval. John said it includes newer legal rights and responsibilities and there is no need to

delay for an approval. Cameo Foster made the motion to approve the new Handbook; Michael Barker seconded the motion. All members were in favor and the motion approved.

General Announcement: Cindy Warke said she and Brett are working with a group of state and local partners to develop communication and guidelines to re-open larger attractions/events, such as convention centers and movie theaters, during the COVID pandemic. She said the public assembly is receptive to their input.

New Business: Mike McCormick made the motion to formally suspend the July and August board meetings, subject to change by notification from the Executive Officers and Brett. Dave Miller seconded the motion. All members were in favor and the motion carried.

Adjourn: A motion to adjourn the meeting was made by Mike McCormick and seconded by Karen Brncic.

Publications distributed: FY 2021 Budget, Bylaws, Handbook

Respectfully submitted by,

Brett Stawar
President/CEO

Kristi Hyten
Secretary/Treasurer