

**Great Rivers & Routes Tourism Bureau
Board of Directors Virtual Meeting
Thursday, November 19, 2020**

8:00 a.m. Collinsville Gateway Center & via ZOOM

Present: John Hopkins, Lauren Pattan, Kristi Hyten, Mitch Bair, Michael Barker, Karen Brncic, Brian Campbell, Kim Durr, Cameo Holland, Tom Guarino, Sandy Hefner, Linda Jun, JD Lorton, Cathy Luttrell, Patty Rotermund, Doug Stotler, Erin Ventimiglia and Cindy Warke

Absent: Stacy Frierdich-Hinrichs, Mike McCormick and Dave Miller

Staff: Cory Jobe, Barbara Strack, Stephanie Tate and Katie Bennett

Call to order: The meeting was called to order by Barbara Strack.

Opening remarks: Barbara welcomed everyone to the hybrid board meeting, and introduced Cory Jobe as the new President/CEO to the Great Rivers & Routes Tourism Bureau board.

Opening remarks by Cory Jobe: Cory introduced himself and thanked the Search Committee for their professional role on the job search, and said he is glad and excited to be working at the Great Rivers & Routes Tourism Bureau. He plans to reach out to all board members individually in the near future to get to know them and discuss our region and tourism.

Board Minutes: John asked the board to review the October board minutes and October financial statements. Mitch Bair made the motion to approve both the October board minutes and October financial statements. Cindy Warke seconded the motion. All members were in favor and the motion carried.

REPORT OF BUREAU ACTIVITIES:

Introductions of the board members were made to Cory.

The Bureau is working with the Audubon Center, Pere Marquette State Park and National Great Rivers Museum to host a virtual Eagle Festival Saturday, Jan. 2. This will replace the annual in-person Alton Audubon Eagle Festival which has been sidelined due to COVID. The bureau is working on a new Eagle mobile pass that should go live in December.

We are securing visitor guide ad sales for the 2021 Spring/Summer Travel Guide, which includes the Fall/Winter Travel Guide as well, and we are offering a deferred payment option to help our partners.

The Bureau is working on a Give the Gift of Giving Great Rivers & Routes holiday campaign. We were in Alton, Collinsville, Edwardsville and Grafton last week videotaping Santa Claus and his Elf shopping at some local makers. This will be a social media campaign that starts this Friday, and will promote shopping local.

Katie is continuing to attend virtual sales shows, and is pursuing leads for quidditch, pickleball and cheer tournaments in our region.

The Spirit of Peoria cruise dates for 2021 have been scheduled.

Tom Guarino made the motion to cancel the December board meeting. Mitch Bair seconded the motion. All members were in favor and the motion carried.

Old Business: There was no old Business

New Business: There was no new business.

General Announcement: Tom Guarino said he is concerned about the restaurant industry with the increased mitigations. Board members were encouraged to get carryout and support our local restaurants.

Linda Jun said she is encouraged because Vandalia Bus Lines is finally starting to get some bookings for 2021.

Brian Campbell said his new campground, 5 Diamond Campground, is now open. It includes space for long RV and travel trailers and is located in Hartford next to Colman's Country Campers.

Sandy said the Downtown Country Christmas celebration in Jerseyville will be November 28th from 4-8. It will include Santa and the lighting of the city's Christmas tree. Businesses will be open and there will be window displays.

Mitch said that Fairmount Park Racetrack signed an agreement with FanDuel for ownership stakes. It will be rebranded as FanDuel Sportsbook and Horse Racing, and they have two years to build it out.

Adjourn: A motion to adjourn the meeting was made by Mitch Bair and seconded by Tom Guarino.

Respectfully submitted by,

Cory Jobe
President/CEO

Kristi Hyten
Secretary/Treasurer