

**Great Rivers & Routes Tourism Bureau  
Board of Directors Meeting  
Thursday, October 24, 2019**

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

**Present:** John Hopkins, Lauren Pattan, Kristi Hyten, Michael Barker, Karen Brncic, Brian Campbell, Cameo Foster, Stacy Frierdich-Hinrichs, Tom Guarino, Sandy Hefner, JD Lorton, Mike McCormick, Dave Miller, Patty Rotermond, Doug Stotler and Cindy Warke.

**Absent:** Mitch Bair, Kim Durr, Linda Jun, Cathy Luttrell and Erin Ventimiglia

**Staff:** Brett Stawar, Barbara Strack, Stephanie Tate and Katie Bennett

**Guests:** Julie Billeter, Steve Pembrook, Sydney Boschert and Joshua Andres –Scheffel-Boyle; and Mary Lillesve- Village of Grafton.

**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 board will meet in Alton on Nov. 21 and will try not to host a December meeting. Mike McCormick made a motion to cancel the December board meeting if not necessary. Barker seconded the motion. All members were in favor and the motion carried. January 16 is the Tourism Summit at SIUE. Hopkins also reminded the board that Pride, Inc. is hosting a celebrity roast for Brett Stawar on Nov. 21. Collinsville will host a future board meeting at the renovated convention center when the dates align.

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

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

**AUDIT REPORT:**

Scheffel & Boyle presented the audited June 2019 financials to the board of directors, providing a clean unqualified opinion of the financials. Both Steve Pembrook and Julie Billeter commented and reviewed the details of the audit. Dave Miller made a motion to accept the audit and place on file. Mike McCormick seconded the motion. All members were in favor and the motion carried.

**COMMITTEE REPORTS-**

**FINANCE:**

Kristi Hyten made a motion to release and close out the board restricted Miles Davis funds toward a \$10,000 donation to the Alton Museum of History & Art and to pay \$39.81 to Jody Basola for reimbursements from the Jazz Festival Committee. The remaining funds of \$670.48 would go to the bureau's general fund to support continued Miles Davis and jazz promotion. Cameo Foster seconded the motion. All members were in favor and the motion carried.

## **REPORT OF BUREAU ACTIVITIES:**

Brett discussed the status of the strategic plan in working with Mitch to have something for the board to review by year end. In addition, Brett discussed the review and updates being proposed to the Employee Handbook for the executive board to review, followed by the full board and separate legal review.

The Bureau was awarded \$95,000 in Marketing Partnership Program funds to bolster marketing activities slated for this fiscal year. In addition, the bureau received \$270,561 from the International Tourism program for continued exposure, sales and promotion of the Great Rivers & Routes region.

Partnerships are at \$71,450 with ads totaling \$33,550 for the current fiscal year.

Brett has been asked and accepted to serve on the Lower Illinois River Valley Rural Prospects Initiative. He also presented to the city of Carrollton on tourism's efforts as they are so strongly aligned with the Carrollton Public Square initiatives.

Collinsville Restaurant Week has been set for the last weekend of Feb. through the first weekend of March, with a goal of six restaurants.

The bureau will award the Spirit of Tourism Award for the C3 Collinsville annual event to Old Herald Brewery and Distillery on Nov. 7.

The Meeting Planner fam tour is scheduled for Nov. 5 and 6 in conjunction with Gateway Convention Center, Doubletree Hotel and Aeries Resort.

The bureau attended Small Market Meetings in Wisconsin, where the new Great Rivers & Routes Meeting Planner was distributed. All contacts on our database were mailed a copy as well, promoting this region's great meeting possibilities.

The sports marketing efforts continued with meetings with SIUE new athletic director Tim Hall, The Alton Catfish Classic, Bike MS, Edwardsville Park and Rec and the Missouri Corn hole Association.

The Bureau hosted trade and media arrivals from Mexico, China, UK and more. The bureau also just completed the first Mississippi River Country Japan sales mission

We continue our promotions on KSDK Show Me St. Louis highlighting the Edwardsville Art Fair, Edwardsville Restaurant Week, Italian Fest and the Alton Amphitheater events.

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

**Publications distributed:** 2019 Audit

Respectfully submitted by,

Brett Stawar  
President/CEO

Kristi Hyten  
Secretary/Treasurer