

**Great Rivers & Routes Tourism Bureau  
Board of Directors Virtual Meeting  
Thursday, September 17, 2020**

**8:00 a.m. via ZOOM**

**Present:** John Hopkins, Lauren Pattan, Kristi Hyten, Mitch Bair, Michael Barker, Brian Campbell, Stacy Frierdich-Hinrichs, Cameo Holland, Tom Guarino, Sandy Hefner, Linda Jun, JD Lorton, Mike McCormick, Dave Miller, Patty Rotermund, Doug Stotler, Erin Ventimiglia and Cindy Warke

**Absent:** Karen Brncic, Kim Durr, and Cathy Luttrell

**Staff:** Barbara Strack and Stephanie Tate

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

**Opening remarks from Chairman:** John welcomed everyone to the Board's virtual meeting, and he thanked the Tourism Bureau staff for continuing their tourism efforts. He also thanked the board's Search Committee for its work on finding a President/CEO. John highlighted the recent polybag insert of the 2020 Travel Guide in the September St. Louis Magazine.

**Opening remarks from Interim President/CEO:** Barbara said the new Fall/Winter/Eagle Travel Guide was printed and mailed out over Labor Day.

The Auditors were in from Scheffel-Boyle and completed their work and will have a report ready for the October Board Meeting.

**Board Minutes:** John asked the board to review the June board minutes. Dave Miller motioned to approve the June minutes. Linda Jun seconded the motion. All members were in favor and the motion carried.

**Financial Statements:** John asked the board to review the June, July & August financial statements. Dave Miller made the motion to approve the June, July and August financials; JD Lorton seconded the motion. All members were in favor.

**SEARCH COMMITTEE:** Kristi Hyten said the Search Committee received over 200 applications for the new President/CEO position. The applications were narrowed down to 35 people and was further narrowed down to 10 finalists. Interviews are set for Sept. 21 & 22. The Committee is prepared to do a second round of interviews if needed. Kristi said the Committee hopes to present a candidate for the position at the October Board Meeting. Board Chair John Hopkins praised the committee's work.

**REPORT OF BUREAU ACTIVITIES:**

The Bureau received notice our LTCB Grant is \$244,375 which is half of what was received last year. The LTCB budget is being worked on and will be submitted to IOT by the end of this week.

The new Fall/Winter/Eagle Travel Guide has been distributed along with the Edwardsville and Collinsville tear off maps.

The Summer Never Closes campaign ended and had great results.

The New Rivers, Routes & Refreshment mobile pass launched, and we also have the Walk with Lincoln mobile pass that is available for visitors.

Sales Manager Katie Bennett participated in a virtual sports conference and has several potential sports leads.

The new Mid-Year Report (replacing the Q3 & Q4 Reports) will be released soon.

We are keeping a strong presence on social media channels, encouraging and promoting the return of visitors, and have expanded our social media presence to include Pinterest.

We continue to meet monthly with our regional attraction and lodging partners to provide updates and support.

**Old Business:** There was no Old Business

**General Announcement:** Kristi Hyten said Edwardsville will be home to a Kicks on 66 car show Oct. 17.

Linda Jun said Vandalia Bus Lines is open to hosting family outings on its 24 and 40 passenger buses during the holiday season.

Dave Miller reported the St. Louis Regional Airport is a great site for an outdoor drive-in movie event.

Sandy Hefner reported Downtown Country Christmas will take place Nov. 30.

**New Business:** There was discussion about holding the October 15 board meeting in person because the auditors will be presenting their report. Zoom option will be available as well.

**Adjourn:** A motion to adjourn the meeting was made by Sandy Hefner and seconded by Linda Jun.

Respectfully submitted by,

Barbara Strack  
Interim President/CEO

Kristi Hyten  
Secretary/Treasurer