

ECONOMIC DEVELOPMENT & TOURISM COMMITTEE  
MEETING MINUTES  
Clinton County Board Room  
May 6, 2024 – 6:00 p.m.

**Mike Rakers, Chairman**

**CALL TO ORDER**

The meeting was called to order at 6:00 p.m. by Chairman, Mike Rakers.

**ROLL CALL OF MEMBERS**

Committee Members Present: Mike Rakers, Holly Clark, Greg Riechman and Ann Schroeder

**RECOGNITION OF GUESTS**

Sandy Timmermann and Jay Donnelly

**APPROVAL OF MINUTES**

Motion was made by Mike Rakers to approve the October minutes. Greg Riechman seconded the motion. Motion carried.

**OLD BUSINESS**

**NEW BUSINESS**

**Tourism-Sandy Timmermann:**

- Proposals are being reviewed for Website and Facebook marketing for Clinton County Tourism. Acorn Internet Services had been handling this in the past. The lowest bid came in at \$2,700 from Right Click Digital. Motion was made by Ann Schroeder to accept the bid of \$2,700 from Right Click Digital for 2025. Greg Riechmann seconded the motion.
- The following fishing tournaments are proposed at Carlyle Lake in 2025, with the City of Carlyle picking up half of the total cost.
  - 2-Day Crappie Tournament- First weekend in May 2025 with our being \$8,750. In 2024 this was a 1-Day event and open only to Division 1; however, in 2025, it will be a 2-Day event and will be open to Division 1, Division 2 & Guides. There will be multiple means of promoting Clinton County, including a 30 second ad on a TV show, live feed, full ad, etc.
  - King Kat Tournament- Usually held in the first part of June with our cost being \$3,500.
  - 2/3 Day Bass Tournament- To be held in Fall 2025 with our cost being \$5,250.

Motion was made by Holly Clark to approve the three 2025 tournaments. Greg Riechmann seconded the motion.

- Sandy noted that the supply of rack cards is running low. The general consensus was that they are not bringing in more tourism to the area, so rack cards will not be ordered at this time.
- Discover Downstate Illinois is needing a commitment letter. The different membership levels were discussed. Mike Rakers made a motion to stay at the Silver Membership Level. Holly Clark seconded the motion.

**Countywide Business Directory**

Jay Donnelly discussed the benefit of having a countywide business directory for economic growth. All businesses would be promoted on a website. He noted that a webmaster would be needed to create this, not a local person, and he proposed charging the businesses a fee to be listed on the website. Jay is asking for the County's support to manage creation of the project through the economic development committee. The goal is for the website to be self-sustaining. Further discussion of the matter will be held at a later date.

**ADJOURN**

Motion to adjourn was made by Greg Riechmann. Seconded by Holly Clark. Motion carried.