

ECONOMIC DEVELOPMENT & TOURISM COMMITTEE
MEETING MINUTES
Clinton County Board Room
March 6, 2023 – 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
Also Present: Chairman Brad Knolhoff

RECOGNITION OF GUESTS

Sandy Timmermann; Cheryl Brinkmann; Judy Smith, Carlyle Mayor; and Brad Myers, Carlyle City Administrator

APPROVAL OF MINUTES

Motion was made by Greg Riechman to approve the February 6, 2023 minutes. Holly seconded the motion. Motion carried.

OLD BUSINESS

Tourism: Sandy Timmermann reported that 20,000 rack cards have been ordered, in addition to yard signs, at a cost of approximately \$1,400.00.

Broadband: Cheryl Brinkmann reported that the webinar on February 9th was very informational. The Illinois Office of Broadband will be taking the reins. She said that any monies received will be accepted by The Illinois Office of Broadband and will be distributed to the counties that are ready.

Aviston/Sursee Power Line: Ameren has selected its preferred route for the Aviston/Sursee Power Line and is in the process of sending out letters to all land owners impacted by the route. Their next step is to file an application with the Illinois Commerce Commission in late March to construct the new 138 kV transmission line.

NEW BUSINESS

Tourism:

- A plan of distribution needs to be made for the new rack cards. Sandy Timmermann noted that there are 5 tourist information centers where we would be able to distribute them...Rend Lake North, Rend Lake South, Fort Massac, Cumberland Road, and Salt Kettle. The only cost would be to pay shipping to send the cards to the centers. There is also a company called CTM Media Group that offers 2 programs to distribute rack cards. The programs are, 1) The I-70 Program which distributes cards to all hotel lobbies along I-70. The cost is \$100.00 per month. 2) The STL Program which distributes cards to locations in the high traffic areas of STL, large businesses, and attractions. It targets STL locals looking for a getaway within a short drive. The cost for this program is \$300.00 per month. Sandy noted that the best months to do this marketing would be April through October.

Motion was made by Mike Rakers to do both distribution programs with CTM Media Group for the months of April through October at a cost of \$400.00 per month; a total of \$2,800.00 for seven months. Greg Riechman seconded the motion. Motion carried.

- Sandy presented a promotional package for a Fishing and County Video. The “On the Hook” video would highlight Carlyle Lake and other attractions in the County. They are looking at a potential date of August 11, 2023, in conjunction with the Crusin’ the Dam event. The possibility of having a well-known public figure fishing with Jeremy Mattingly was also discussed. The cost of the video is \$5,000.00, of which the City of Carlyle has agreed to pay half.

Motion was made by Greg Riechman to pursue the On the Hook video, with our cost being \$2,500.00. Ann Schroeder seconded the motion. Motion carried.

- The Crappie Tournament will not be held in 2023, but will return again in May 2024. The total cost is \$7,500.00, with the City of Carlyle agreeing to split that cost.

Motion was made by Holly Clark to lock in the Crappie Tournament for May 2024, with our cost being \$3,750.00. Ann Schroeder seconded the motion. Motion carried.

- Sandy also brought to the committee’s attention that there are several Airbnbs in the County that are not paying the County’s hotel/motel tax. Several options were discussed. The matter was tabled until the April meeting.
- Mike Rakers brought up for discussion the fact that Sandy Timmermann does not get paid for all she does to promote tourism in Clinton County. The matter was discussed among the committee, and it was tabled for further review.

Broadband: Cheryl Brinkmann reported that she was contacted by the Leadership Council of Southwestern Illinois and was told they will be putting together a team. Cheryl was asked to attend their initial broadband certification planning meeting on March 9th. The meeting will include training to ensure that Clinton County will be ready, and it will put Clinton County in line with providers. Cheryl will also be attending an Illinois Office of Broadband community meeting that KC President, George Evans, will be hosting at the college on March 15th at 2:00 pm.

ADJOURN

Motion to adjourn at 7:40 pm was made by Greg Riechman. Seconded by Ann Schroeder. Motion carried.