



Economic Development Committee

215 S. East Street

Carlinville, IL 62626

<http://www.macoupincountyil.gov/>

Regular Meeting

~ Minutes ~

Wednesday, September 5, 2018

5:00 PM

County Board Room

I. CALL TO ORDER

PRESENT: Armour, Starr, Long, Pomatto, Rull

ABSENT: Lewis, Reiher

II. AGENDA ITEMS

1. Tourism Grant - Rt 66 Conference in Carlinville

Bill Kelly, a representative from the Route 66 Committee, spoke regarding the progress of Macoupin County in recent years concerning tourism. The State uses a formula to determine the revenue of a county based on sales tax of particular industries, which it then in turn uses to gauge tourism in a county. From 2015 to 2016, Macoupin County exceeded the state sales tax average increase and did so again from 2016 to 2017. This is a good sign for the County, as there is not a significant hotel base within the County. There will be a large gathering of Route 66 patrons in the County at some point, along with national events, and these can be an opportunity for the County to showcase what it has to offer. Kelly requested that the County consider the creation of a Macoupin County Rt. 66 Commission based on the possible distribution of Federal and State funding, which could benefit the communities if there is an established structure to adequately allocate the funding. In the coming months, there is a three day conference at Blackburn College that will allow Carlinville to showcase itself. The Route 66 Committee is putting up the funding for this conference, which will host more than 100 people, and is looking for a possible partnership and financial support from the County. There will be workshops and meetings in the future to help promote tourism, which is not a significant industry in the County as compared to the State as a whole. The discussion focused around the possibility of promotion of this event and other stops within the County. There is money set aside for tourism within the County budget and the funds are available.

Motion by Starr, seconded by Pomatto to recommend giving the Great Rivers and Roads Tourism Bureau a \$5,000 grant for the funding of the Carlinville Rt. 66 Conference in October 2018 to the Macoupin County Board. Voice vote:

RESULT:	MOTION TO RECOMMEND [UNANIMOUS]	Next: 9/11/2018 6:00 PM
MOVER:	Harry Starr, Vice Chair	
SECONDER:	Ruth Ann Pomatto, Member	
AYES:	Armour, Starr, Long, Pomatto, Rull	
ABSENT:	Lewis, Reiher	

2. West Central Planning - Formation of New Planning District
Chairman Dragovich explained that he and Chairman Starr attended a meeting in the previous week regarding the West Central Development Plan. The funding organization for West Central will not be providing them with any funding for grants in the future, which they have written for local governments. Multiple counties have considered ending their partnership with West Central, but there may be a new organization formed which would be able to write grants. There would be administrative fees for the new organization that the County would have to provide, but there are no definite decisions made, as of today, by other counties. Once there is more information available, the County will have to make a decision regarding the formation of the new district. A meeting will have to be scheduled with the County's West Central Development representatives to discuss the matters at hand.



September 5, 2018

Macoupin County Board
15 S. East Street
Carlinville, IL 62626

Dear Macoupin County Board:

It has been our pleasure to begin working with the county on tourism initiatives and promotions over the past few months. We are excited to build a new brand together under the **Great Rivers & Routes Tourism Bureau!**

We have many opportunities throughout each day of the year to promote Macoupin County and keep the visitors coming to the county and its municipalities. Over the next few weeks, we look forward to the launch of **RiversAndRoutes.com** as a comprehensive website to promote all of the visitor amenities in the county. In addition, we have been the leading force behind keeping the **Route 66 Miles of Possibility Conference** in the county for later this fall.

In addition, we continue to welcome travel writers to the area and work with the state on **international tourism promotion of Route 66** in the county.

Specifically with the Route 66 Conference coming to the county, we would like to ask for your support to balance the budget planned. More than 100 people will land in Carlinville and Gillespie for our planned conference, along with well-known authorities on the subject matter of Route 66 from throughout the country.

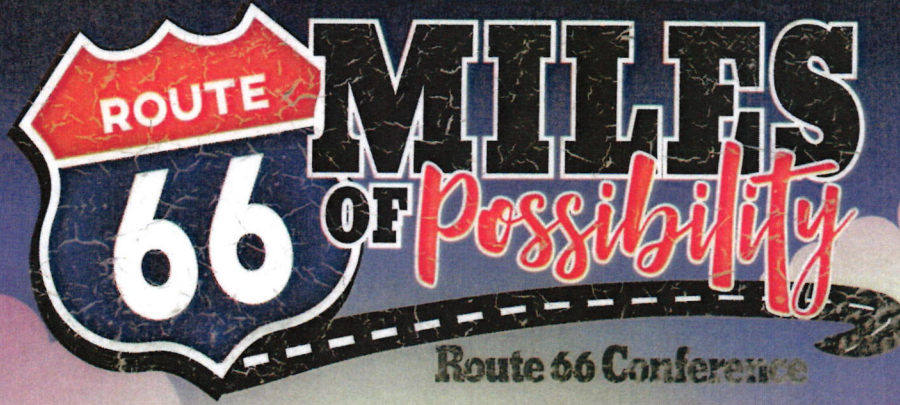
Respectfully, we would like to request \$5,000 from the Macoupin County Board to the Great Rivers & Routes Tourism Bureau. These funds will help us balance the budget on the conference. Any remaining funds will be used to invest in our promotion efforts on social media, advertising and building the new website platform that will greatly benefit Macoupin County.

Again, we are honored and excited to be working with you over the coming years and look forward to a bright future working together,

Yours in Tourism,

Brett Stawar
President & CEO

4th Annual



October 25-28, 2018

Carlinville, Illinois Blackburn College

Don't Miss These Great Conference Events:

- National Route 66 Presenters
- Special Haunted Route 66 Tours
- Historic Carlinville Tours

**Business owners, community leaders, historians ...
this conference is for YOU!**

Register Online Today at

www.route66milesOfpossibility.com

Call 1-800-248-6645

SPONSORS



Attachment: tourisminfo (1887 : Tourism Grant - Rt 66 Conference in Carlinville)

2017 Preliminary	2016	2016	2016	2016	2016		2017	2017	2017	2017	2017		% 2017/1
	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts		Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts		Expenditur
County	(\$ Millions)	(\$ Millions)	(Thousands)	(\$ Millions)	(\$ Millions)		(\$ Millions)	(\$ Millions)	(Thousands)	(\$ Millions)	(\$ Millions)		(Perce
MACOUPIN	46.78	6.27	0.22	3.10	2.00		48.35	6.56	0.22	3.38	2.07		Chang
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MILES OF POSSIBILITY 2018 ROUTE 66 CONFERENCE SCHEDULE OVERVIEW

(* indicates Blackburn College campus, Carlinville)

Thursday, October 25

noon-5 pm	Check-in/registration/information table open	Bothwell Lobby*
noon-5 pm	Carlinville Crawl – downtown merchants and restaurants open	Downtown Carlinville
1-4 pm	Optional Historic Carlinville bus tour	leaves from Bothwell Lobby*
4:30 pm	Open house begins at Illinois Coal Museum	Gillespie
5 pm	Gillespie restaurants open for dinner	Gillespie
TBA	Documentary showing at Canna Theatre	Gillespie

Friday, October 26

7 am – 5 pm	Check-in/registration/information table open	Bothwell Lobby*
8-9 am	Welcome Breakfast	Bothwell Lobby*
9-9:10 am	Welcome to Carlinville, Mayor Deanna Demuzio	Bothwell Auditorium*
9:10–9:20 am	Welcome to Blackburn, Dr. Jennifer Braaten	Bothwell Auditorium*
9:20-9:45 am	Keynote Address, Brett Stawar	Bothwell Auditorium*
10 am-5 pm	Vendors open	Atrium*
10-11:45 am	Conference sessions	Bothwell Auditorium*
10-11:45 am	Conference sessions	Olin Lecture Hall*
11:45-1:15	Lunch on your own	College cafeteria* or downtown
1:15-5 pm	Conference sessions	Bothwell Auditorium*
1:15-5 pm	Conference sessions	Olin Lecture Hall*
6 pm	Banquet	Woodson Hall*
7-10 pm	Concert/Dance, Robert Perry Band with the Original Mojoes	Woodson Hall*

Saturday, October 27

7 am – 3 pm	Check-in/registration/information table open	Bothwell Lobby*
8-9 am	Welcome Back Breakfast	Bothwell Lobby*
9 am-3 pm	Vendors open	Atrium*
9-11:45 am	Conference sessions	Olin Lecture Hall*
9-11:45 am	Conference sessions	Alumni Lecture Hall*
11:45-1:15	Lunch on your own	College cafeteria* or downtown
1:15-3 pm	Conference sessions	Olin Lecture Hall*
1:15-3 pm	Conference sessions	Alumni Lecture Hall*
3:15-4 pm	One-act play premiere about the Women of Route 66	Bothwell Auditorium*
4-4:15 pm	Announcements/Closing Ceremony	Bothwell Auditorium*
5:30 pm	Doors open for pizza/Halloween party	Reno's Pizzeria
6:00 pm	Pizza/pasta/salad buffet begins	Reno's Pizzeria
6:15 pm	Rotary Halloween Parade begins	Downtown Carlinville
7 pm	DJ Joe Sonderman/Costume Party begins	Reno's Pizzeria

Sunday, October 28

9 am-noon	Optional Haunts of 66 bus tour	leaves from Carlinville and back
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