

SALEM TOURISM BOARD
Minutes of the Regular Meeting
July 13, 2020
5:00 p.m.

Call to Order

The Salem Tourism Board met Monday, July 13, 2020 at Salem City Hall. Bob Haney called the meeting to order at 5:00 pm. Present were board members Rick Russ, Dana Hampton, Leon Chapman, Melanie Johnson, Robin Lindberg, Sherry Morton and Recording Secretary Cindy Eller.

Minutes

The minutes of the March 2020 and June 2020 meeting were presented for action. ***Dana Hampton made a motion approve both sets of minutes. Sherry Morton seconded the motion. Motion carried by voice vote without opposition.***

Treasurer's Report

The Treasurer's Reports for June 2020 was presented for action. ***Leon Chapman made a motion to approve all the reports. Rick Russ seconded the motion. Motion carried by voice vote without opposition.***

Presentation of Petitions/Public Comments

Proposal was presented from INSPIRE4U to update Facebook page. Robin Lindberg told the Board we need to improve social media and digital marketing. Lindberg stated she was working with INSPIRE4U and thought the Board may be interested too. Leon Chapman told the Board we need to bring other options to the table regarding advertising. It was the consensus of the Board that Tourism needs a strong online presence.

Grant Reports

None

Board Members Report

Robin Lindberg told the Board that a meeting is set up later this week with The Holiday Inn Express, Chamber of Commerce and IllinoisSouth Tourism and would like to bring information back to the Board from this meeting. Melanie Johnson added that we need to change the strategy of our marketing to more digital, online etc. Lindberg and Johnson will meet to work on a marketing strategy.

Adjournment

As there was no further business to discuss, the meeting was adjourned at 5:45 p.m.

The next regular Tourism meeting is scheduled for Monday, August 10, 2020.

Cindy Eller,
Recording Secretary