**SALEM TOURISM BOARD**

**Minutes of the Regular Meeting**

**Monday, September 11, 2023**

**5:00 p.m.**

**Call to Order**

The Salem Tourism Board met Monday, September 11, 2023 at Salem City Hall.

***Chairman Jacob Hockett called the meeting to order at 5 PM. Present were board members Joy Conner, Sherry Morton, Janelle Smith, Leon Chapman, Chairman Jacob Hockett, and recording secretary Tabitha Meador.***

**Minutes**

The minutes of the August 14, 2023 meeting were presented for action.

***Leon Chapman made a motion to approve the minutes. Joy Conner seconded the motion. Roll call vote: AYES: Morton, Smith, Chapman, Conner, and Hockett. NAYS: None. Motion carried.***

**Treasurer’s Report**

The August Treasurer’s Reports were presented for action.

***Joy Conner made a motion to approve the Treasurer’s Reports. Sherry Morton seconded the motion. Roll call vote: AYES: Chapman, Conner, Smith, Morton, and Hockett. NAYS: None. Motion carried.***

**Presentation of Petitions/Public Comments**

Annual Domain / Business Listing on DomainNetworks.com Invoice - Toursalemil.com Annual, From August 28, 2023 thru August 28, 2024, Website Domain Listing - $289.00

***Leon Chapman made the motion to approve the $289.00 DomainNetworks.com invoice for annual website domain listing. Janelle Smith seconded the motion. Roll call vote: AYES: Smith, Morton, Chapman, Conner, Hockett. NAYS: None. Motion carried.***

2024 Discover Downstate Illinois Adverting Commitment – 2024 Visitor Guide and Tourism Times ads and sizes. 70,000 Visitor Guide Edition comes out early January and is promoted through the year. Spring / Summer Tourism Times – 28,000. Edition comes out late April for promotion May – August. Fall / Winter Tourism Times – 28,000. Edition comes out late August for promotion edition September – December.

In 2023, the Salem Tourism Board placed the following ads and the discount received with the Brass Membership: ½ horizontal ad in the 2023 Visitor Guide – 20% off listed rates; free remnant space in the 2023 Spring / Summer Tourism Times – no charge ; ½ horizontal in the 2023 Fall / Winter Tourism Times – 20% off the listed rates.

If you want to commit to those editions again for 2024, 30% off the Visitor Guide ad and 20% off the Tourism Times ads will be extended.

***Janelle Smith made the motion for the same commitment package as 2023 (½ horizontal ad in the 2023 Visitor Guide – 20% off listed rates; free remnant space in the 2023 Spring / Summer Tourism Times – no charge ; ½ horizontal in the 2023 Fall / Winter Tourism Times – 20% off the listed rates) with Discover Downstate Illinois Tourism. Sherry Morton seconded the motion. Roll call vote: AYES: Smith, Chapman, Morton, Conner, Hockett. NAYS: None. Motion carried.***

**Grant Reports**

None.

**Board Members Reports**

Leon Chapman indicated the Salem Tourism Board has provided hooded sweatshirts to the Coon Hunt participants in years past.

***Janelle Smith made the motion to proceed with purchasing sweatshirts for this year’s World Coon Hunt, pending email approval. Sherry Morton seconded the motion. Roll call vote: AYES: Conner, Smith, Morton, Chapman, Hockett. NAYS: None. Motion carried.***

Joy Conner indicated the events calendar on the website has been updated. She would like guidance on what restrictions should be placed on submissions to the calendar.

**Adjournment**

With no further business to discuss, ***motion made by Leon Chapman and seconded by Sherry Morton to adjourn the meeting (5:43 PM). Roll call vote: AYES: Chapman, Morton, Conner, Smith, Hockett. NAYS: None. Motion carried.***

The next regular Tourism Board meeting is scheduled for Monday, October 9, 2023.

Tabitha Meador

Recording Secretary