

ECONOMIC DEVELOPMENT & TOURISM COMMITTEE  
MEETING MINUTES  
Clinton County Board Room  
February 6, 2023 – 6:00 p.m.

MIKE RAKERS, Chairman

1. CALL TO ORDER

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

2. ROLL CALL OF MEMBERS

Committee Members Present: Mike Rakers, Holly Clark, Greg Riechman and Ann Schroeder  
Also Present: Brad Knolhoff and Mike Kuhl

3. RECOGNITION OF GUESTS

Sandy Timmermann and Cheryl Brinkmann

4. APPROVAL OF MINUTES

N/A

5. OLD BUSINESS

N/A

6. NEW BUSINESS

Aviston/Sursee Power Line: Mike Kuhl is at tonight's meeting because he has attended most of the Aviston/Sursee Power Line meetings. The Clinton County Board has been asked to write a resolution opposing the line but not a lot of information has been provided. Mike K said that a group of landowners south of Highland have formed an LLC and have hired an attorney to fight the line. Brad Knolhoff added that it will be the Commerce Commission's ultimate decision on the matter. Opposing one particular line would only move the proposed line from one county resident's property to another. It has been decided not to prepare a resolution at this time; not until more information is provided.

Broadband: Cheryl Brinkmann, our Clinton County Broadband rep, reported that a webinar was hosted by the Illinois Office of Broadband/Illinois Broadband Lab on 2/3/2023. One Billion in Federal money has been promised to Illinois for Broadband Access Equity Deployment (BEAD) grants. A 5-year action plan is due 8/2023. Digital Equity (DE) planning grants will be due by 12/2023. Illinois Broadband Lab would serve as coordinator for the state-wide grants. Cheryl said they have conducted surveys, interviewed potential providers, and worked with neighboring counties to see continuity with service. She said they are

waiting for the release of plans. Cheryl is registered for the next webinar on Digital Equity on 2/09/2023.

Motion was made by Greg Riechman to keep Cheryl Brinkmann on as Clinton County's broadband rep for 2023 and cap her annual stipend at \$3,000. Cheryl will receive \$50/meeting and will be reimbursed for hotel & mileage when necessary. Holly Clark seconded the motion. Motion carried.

Tourism: Sandy Timmermann distributed Clinton County Tourism rack cards and new Visitor Guides for Discover Downstate Illinois, formerly known as ILLINOISouth Tourism. She explained there's a hotel/motel tax collected in Clinton County, used to promote overnight stays in the county.

There is also a Clinton County Tourism website (VisitClintonCounty.com) and a Facebook page (Clinton County Tourism). Acorn Internet Services has been managing the website and posting a monthly blog and Pinterest post. Clinton County Tourism sponsors 3-4 fishing tournaments a year, along with other events promoting the county. She said the tourism website needs to be updated, and new rack cards and yard signs are needed.

Motion was made by Ann Schroeder and seconded by Holly Clark to pay \$125 to Acorn Internet to update the website, \$135 to Analytic GA4, \$240 for signs (20 @ \$12 each); and to order rack cards with the new Logo for \$1,478.00 (20,000 cards). Money will come from the hotel/motel tax funds. Motion carried.

## 6. ADJOURN

Motion to adjourn was made by Ann Schroeder, seconded by Greg Riechman. Motion carried.

**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 9<sup>th</sup>. 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 15<sup>th</sup> at 2:00 pm.

## **ADJOURN**

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

**ECONOMIC DEVELOPMENT & TOURISM COMMITTEE**  
**MEETING MINUTES**  
Clinton County Board Room  
April 3, 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: Brad Knolhoff

**RECOGNITION OF GUESTS**

Cheryl Brinkmann

**APPROVAL OF MINUTES**

Motion was made by Greg Riechman to approve the March 6, 2023, minutes. Ann Schroeder seconded the motion. Motion carried.

**OLD BUSINESS**

Tourism:

- \$2,500 for the “On the Hook” video of county highlights, and the \$3,750 sponsorship of the 2024 Crappie Fishing Tournament were both approved at the County Board meeting on March 20th. Rack cards and signs have also been approved and will be distributed.
- Holly Clark is going to check to find out how many Airbnb rentals are in the County. There are some not paying the County’s hotel/motel tax. It’s possible people don’t know the rules, but Holly is going to check to see how the tax is collected so that we can make sure the money is getting to the County.

**NEW BUSINESS**

Tourism:

- Conversation was held regarding a per diem for the County Tourism Representative. It was decided not to compensate at this time due to conflicts with other departments within the county.
- Motion was made by Mike Rakers to remain at the \$225 membership fee level with Discover Downstate Illinois tourism for the year 2024. Holly Clark seconded the motion. Motion carried.

Broadband: Clinton County Broadband Representative, Cheryl Brinkmann, reported that she and Committee Chairman Mike Rakers recently attended a Broadband Town Hall Meeting at Kaskaskia College. Cheryl will also be on a Zoom webinar on April 4<sup>th</sup>. The webinar will be very similar to the Town Hall, and there will be a lot of providers on there. Mike Rakers noted that there is already Illinois money available, but the Federal money is not just a grant; it will be a 75%/25% matching fund. Other than that, not a lot is going on right now with Broadband, but Cheryl said Clinton County will be ready.

**ADJOURN**

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

ECONOMIC DEVELOPMENT & TOURISM COMMITTEE  
MEETING MINUTES  
Clinton County Board Room  
June 5, 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: Board Chairman Brad Knolhoff

**RECOGNITION OF GUESTS**

Geoffrey King, Emily Desmond, and Cheryl Brinkmann

**APPROVAL OF MINUTES**

Motion was made by Greg Riechman to approve the April minutes. Holly Clark seconded the motion. Motion carried.

**OLD BUSINESS**

Airbnb:

Holly Clark gave a brief update on the County Airbnbs and VRBOs that she located in Clinton County. She is trying to get further information on whether taxes are being paid to the County and will report back to the committee.

Broadband:

Clinton County Broadband Representative, Cheryl Brinkmann, noted that there are programs coming up regarding Broadband. She will register for any she feels will be beneficial for Clinton County. She also presented information on two new grant programs...The Broadband Equity, Access, and Deployment Program (BEAD) and the Digital Equity Program. She voiced particular interest in the BEAD Program.

**NEW BUSINESS**

Shawnee National Park Resolution:

Committee Chairman said that he has talked to several people in the southern counties, and most of the locals are not in support of the Shawnee National Park & Climate Preserve. The decision was made not to sign the resolution in support of it at this time.

Greater St. Louis Inc. Capital Project Map:

Geoffrey King and Emily Desmond gave a presentation on behalf of Greater St. Louis Inc. Greater St. Louis Inc. is a non-profit organization and is working on a Regional Capital Projects Map. Given the lagging economic performance in the Metro East in the past decade, their goal is to boost economic growth and increase the volume of high quality, well-paying jobs.

ORV Ordinance

Committee Chairman Mike Rakers distributed a copy of the Non-Highway Vehicle Ordinance that was passed in Saline County. A discussion was held in regard to what can be done to pass a similar ordinance here in Clinton County.

Clinton County's 200<sup>th</sup> Birthday

Board Chairman Brad Knolhoff wanted to remind everyone that December 2024 will mark Clinton County's 200<sup>th</sup> Birthday. We should be thinking of ideas for celebrating it.

**ADJOURN**

Motion to adjourn was made by Ann Schroeder. Seconded by Holly Clark. Motion carried.

ECONOMIC DEVELOPMENT & TOURISM COMMITTEE  
MEETING MINUTES  
Clinton County Board Room  
July 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: Board Chairman Brad Knolhoff

**RECOGNITION OF GUESTS**

**APPROVAL OF MINUTES**

Motion was made by Greg Riechman to approve the June minutes. Holly Clark seconded the motion. Motion carried.

**OLD BUSINESS**

Airbnb:

Holly Clark reported that she has reached out to Airbnb and VRBO and was basically told that it is against their policy to give out any information on rentals in a particular county. Mike Rakers noted that it was posted in the paper a couple times, so hopefully the ones who are not legally operating in Clinton County will notify the County.

Broadband:

Holly Clark gave a report on the meeting she attended on June 12<sup>th</sup> with the Bond County Committee regarding broadband. It was a very productive meeting, and she learned a lot. She said one of the problems we are facing is that the population is so small so no one wants to come into the area. Some companies say they will do it, but they want guaranteed income for 3 years. Illinois regulations are also hindering companies, so it was recommended to look at federal funds instead of state. They plan to meet again on July 10<sup>th</sup> and have invited representatives from more counties to gain more interest.

ORV Ordinance

The Non-Highway Vehicle Ordinance that Bond County recently passed was reviewed and discussed. It was recommended to check with Clinton County's insurance carrier to see if we would even have coverage in the event an ordinance of this type would be passed here. It was also noted that we need to lobby with the State to try to get it done at that level.

**NEW BUSINESS**

Tourism Signs

The new tourism signs need to be distributed. Everyone felt the best location to post them would be outside Clinton County in an attempt to bring tourism in.

Discover Downstate Illinois Dues

The Discover Downstate Illinois 2024 dues are set to be paid at the agreed upon level.

Clinton County's 200<sup>th</sup> Birthday

A discussion was held regarding Clinton County's 200<sup>th</sup> Birthday which will be in December 2024. The possibility of forming a committee and partnering with the City of Carlyle to host an event was proposed.

**ADJOURN**

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

## **ECONOMIC DEVELOPMENT & TOURISM COMMITTEE**

### **MEETING MINUTES**

Clinton County Board Room

August 7, 2023 – 6pm

Mike Rakers, Chairman

#### **CALL TO ORDER**

The meeting was called to order at 6pm by Chairman, Mike Rakers.

#### **ROLL CALL OF MEMBERS**

Committee members present: Mike Rakers, Holly Clark, Greg Riechman.

Absent: Ann Schroeder.

Also Present: County Board Chairman, Brad Knolhoff.

#### **RECOGNITION OF GUESTS**

Cheryl Brinkman, Steve Burian.

#### **APPROVAL OF MINUTES**

Motion made by Greg Riechman to approve the July minutes. Holly Clark seconded the motion. Motion carried.

#### **OLD BUSINESS**

##### Air BnB

No new information presented; item closed.

##### Broadband Update

Cheryl Brinkman continues to attend and looks for new information related to funding for Broadband grant. A multi county group has formed to look at pooling our resources and to share information to bring broadband into the underserved parts of our counties. The counties are Clinton, Bond, Fayette, Madison and Macoupin. The goal of the group is to work together as a region to bring in providers. Committee Chairman, Mike Rakers will invite Washington county to this meeting as well. Contact for Washington county is David Meyer, Board Chairman at 618-534-5921. The next meeting will be held on August 28, 2023 at 4pm on the top floor of the SMART Center in Greenville. During this meeting local Broadband providers will present their ideas on how to work with the grants to bring Broadband services to underserved communities in our counties.

##### Down State Illinois Update

Tabled

#### **NEW BUSINESS**

##### Broadband provider

Steve Burian from Scream and Burian Technology Solutions is present to discuss broadband options for Clinton County. He will also be present at the regional meeting on 8/28/23. Mr. Burian gave the committee information related to towers, his equipment and how far signals can travel. Also discussed use of nodes to extend coverage. Committee also discussed obstacles to overcome presented by the IL State government such as prevailing wage and easement

restrictions. Representative Mier and Senator Plummer are aware of the issues discussed and are assisting downstate to overcome the obstacles.

#### Work Force Investment Board

Mike Rakers attended a meeting with this organization. There are programs and state funds available to individuals and business to promote education and entry into the work force. Mike Rakers plans to visit Central HS to talk about the program.

#### **OTHER BUSINESS**

##### On the hook video

This video was filmed at Carlyle Lake and another segment will be filmed on 8/11/23 at 12 Oaks Winery. This video will help promote Clinton County Tourism.

Dates for 2024 fishing tournaments are as follows: 5/4/24 – Crappy tournament, 6/1/24 – King Cat, 6/8-9/24 – Bass tournament.

#### **ADJOURN**

Motion to adjourn was made by Holly Clark at 7:15pm. Seconded by Greg Riechman. Motion carried.

ECONOMIC DEVELOPMENT & TOURISM COMMITTEE  
MEETING MINUTES  
Clinton County Board Room  
October 2, 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: Board Chairman Brad Knolhoff

**RECOGNITION OF GUESTS**

**APPROVAL OF MINUTES**

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

**OLD BUSINESS**

Broadband:

A brief discussion was held regarding the status of getting Broadband in the unserved/underserved areas of Clinton County. Frontier has voiced an interest, and we're on board for them to pursue it. With matching grants, this should not cost the County much, if any. Brad Knolhoff noted that it may be beneficial if we let them know where our new radio towers will be located.

**NEW BUSINESS**

Discover Downstate Illinois Update:

Ann Schroeder distributed a media release and chart reflecting how Discover Downstate Illinois area tourism contributed to record economic growth in Illinois. The release showed that Clinton County saw an increase of 4.4% in travel expenditures, and Illinois welcomed 111 million visitors in 2022, an increase of 14 million travelers from 2021. Mike Rakers noted that invoices were received for the rack cards and for the 2-day fishing tournament next year from Discover Downstate Illinois.

Clinton County's 200<sup>th</sup> Birthday

Brad Knolhoff noted that monies have been budgeted for the County's 200<sup>th</sup> Birthday Celebration in 2024.

**ADJOURN**

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