

Quincy Area Convention & Visitors Bureau
Board Meeting Minutes
December 11th, 2025

Board Attending: Jeff Scott, Jarid Jones, Eric Entrup, Amy Graham, Gina Sheurman, Joi Austin
Staff Attending: Holly Cain, Megan Masterman

Holly Cain called the meeting to order at 12:23 PM.

Holly Cain shared the financial report stating:

- The reports are adjusted a bit to reflect delay in reporting from our accounting firm
- Checking balance: \$104,382.26
- Cd balances: \$39,530.86
- Total Assets: \$143,913.12
- We finally have our funding back from the city hotel/motel tax and the State Grant dollars
- Expenses
 - As expected
 - Note: postage isn't actually over budget, it has just changed because the price of stamps keeps increasing incrementally

Holly Cain presented her director's report highlighting

- Biggest Fall Project: the 2026 Visitor Guide
 - All made in house
 - “Ad-itorial” style where we blend ads and editorial content
 - At printer now and will be released to the public on 1/1/26
- New 50 Free Things List
- 2026 Annual Events Calendar is live
- The ITI Digital calendar on our website is working well for us
 - 10,000 hits on our calendar, 25,000 hits on the website overall
- The Firefighters Association is interested in hosting an event here
 - We are able to use a 1-sheet style template for proposals like this and it works very well
- Holly will be attending a trade show in Utah to promote Nauvoo and our 3 counties
- We applied for a \$30,000 grant from the state to promote our Abundant Architecture in the area
- Paddle Up is new and open – they have been a great partner so far!

Lori Tuttle's marketing/pr report included:

- Preview of the 2026 Visitor Guide
- Our curated list of 2025/2026 Holiday Events
- A list of area Christmas light displays is in the works and will be shared on social media

Joi Austin Update:

- What's going on with America 250?

- IL Comission officially launches on MLK Day
- The focus is on storytelling and volunteerism
- There are estimated 30,000 partnerships in IL so far
- There will be 20 art installations as part of the celebration in IL
- Main Street America
 - 2 Ongoing Relevant Grant Opportunities:
 - T Mobile – quarterly
 - Community-based
 - American Express Backing Small Business
 - Camp Point is taking part in an accelerator program

Jeff Scott Update

- Business going well
- Working on final details for NYE offerings
- Celebrating 90th year in 2026!
- Thinking about starting a Hockey Club
- Keep your eyes open on social media for events like KPop and Adult Only Nights
- Fun thought – can we write a grant to get ESPN to cover the Grand Prix?

Eric Entrup Update

- City Council had a separate finance meeting
 - Mayor is focused on structuring the funding for the new Sports Complex correctly
 - There is new openness/energy to correcting the OLC/SeeQuincy funding arrangement
 - Perhaps movement on the issue of SeeQuincy having financial independence in the next year

Amy Graham Update

- Nauvoo
 - Things are going well, especially with the new tourism contact in place
- Warsaw
 - More active – the Chamber of Commerce there is more energized
- Carthage
 - Kelsey Grammar events were very successful
 - Amy is directing the Christmas show
 - Postcards with season/calendar info for the Legacy Theater are going out
 - Legacy Theater is launching a capital campaign to expand facility

Gina Sheurman Update:

- Successful fall season of events, especially Girls Night Out and Deer Santa events
- The Chamber of Commerce is reinvigorating tourism events
- There is an active America 250 Committee
 - Adjusted July 4th activities to take place on July 3 so as not to conflict
- Heartland Lodge has many new events taking place this year
- Still hoping to host a gravel bike event in the next few years

- 2026 is 190th anniversary at New Philadelphia
- Yogi Bear Campground has a big line up
- Working on robust calendar as well

Jeff Scott Update:

- Business as usual at Scottie's Fun Spot – things look good.
- Grand Prix
 - Getting all the permits and logistics in place

Jarid Jones Update:

- Business as usual

Brian Update:

- Renovation is ongoing at Atrium
- Sugar Cookie Open was a success
 - Looking at expanding funding base
 - Hoping to provide a BearCat to the local law enforcement community

Meeting adjourned at 1:15 PM

Jarid motions to approve

Eric seconds

Respectfully submitted by

Megan Masterman

Office Manager

**The next quarterly board meeting will be held on Thursday, March 12^h at noon,
location TBD.**